Italy in the Spotlight With MB at the 2010 World Cup

Italy will be one of the top teams at the next football World Cup to be held in South Africa in 2010.

It is therefore fitting that the company supplying the machinery to build the new Johannesburg stadium should be Vicenza, Italy-based firm MB s.p.a. The company's bucket crushers are currently being used on the construction site for the Soccer City Stadium where the World Cup final will be held in July 2010.

"We were very excited when, together with our South African distributor High Power Equipment Africa, we won the order to supply the bucket crushers for construction of the stadium where the opening and closure ceremonies for the 2010 World Cup will be held," commented managing director of MB s.p.a. Guido Azzolin. "It was a real surprise and made us proud of our products and proud to be able to bring a piece of Italy to this major world event."

A meeting with the South African dealers took place several years ago when the Vicenza company decided to venture beyond national boundaries and launch into an even bigger adventure: to conquer the overseas markets and to bring their bucket crusher to the attention of all possible buyers. This is precisely the reason why, as soon as the local dealer got in touch with MB's sales manager, he did not hesitate to hop on the first flight to South Africa. It took no time at all to win over the customer with the quality and the added value of a product made in Italy and to establish a collaboration which is still to date rock solid and flourishing.

Many visits followed the initial one, and this has led to MB exporting a large number of machines to South Africa. And what is more, last year, together with the dealer, MB took part in one of the largest trade shows in the industry in South Africa with great success: not only was there a large number of visitors but above all the number of sales exceeded the wildest expectations!

It all began when, after numerous visits to construction sites in Johannesburg, the company discovered that work on the large construction complex for the World Cup was generating considerable quantities of inert material. This led to the idea of proposing the bucket crusher, an idea that was received by the works' management with a degree of interest that went well beyond the company's expectations.

"We are proud to demonstrate that Italy has much to offer the world, particularly for these large-scale events," added Mr. Azzolin.

As a result of major investments in research, the world-leading Italian company is able to manufacture technologically advanced bucket crushers with unmatched performance. This is why MB products were chosen by Liviero Civils for the construction of the largest stadium in South Africa with a capacity to hold almost 100 000 spectators. The project demonstrates the outstanding operational flexibility of MB bucket crushers, which have rapidly established a strong position in this market. It also highlights the process of internationalization carried through by the company, which for many years has been the unchallenged leader in the production of bucket crushers at an international level.

"In a period of global economic crisis like the present, our machines in Johannesburg demonstrate that companies that invest in research and technology and propose cutting-edge products will always be successful and can establish a strong presence even in such elite segments as that of large-scale construction," concluded Guido Azzolin.

MB s.p.a. specializes in the production of bucket crushers, cutting-edge machines designed to meet customers' needs in terms of operational quality and effectiveness.

MB has developed a competitive and economically advantageous solution, the benefits of which are demonstrated by its use in the Soccer City Stadium in Johannesburg.

Source: MB s.p.a.

Scrap Tires - Recycled, a Valuable Raw Material

The recycling of scrap tires allows for the regeneration of valuable materials such as rubber, steel and textile. The Pallmann Group of Companies offers efficient and robust machines and systems for this application. Shredders, knife mills, pulverizing systems and conveying technology cover the complete spectrum of the necessary size reduction technology.

The three-step Pallmann-process consists of shredding of the scrap tires, loosening and separating of the rubber-steel-textile composite as well as pulverizing of the rubber granules. For this application, Pallmann offers complete recycling systems from one source.

Typical areas of application for rubber granules from scrap tires are the construction of running tracks and tennis courts in sports arenas, flexible flooring for improved protection from falling on playgrounds, in road construction as an additive to asphalt, for decreasing ruts and road noise, for the production of moulded parts for industries and households, the production of mats for heat-, noise- and vibration damping in vehicles and at workstations etc.

Source: Pallmann Maschinenfabrik GmbH & Co. KG