



# MB CRUSHER APPOINTS Q-FAB AS ITS QATAR DEALER

MB Crusher has appointed Q-FAB, Qatar Welding & Fabrication Supplies, as its exclusive distributor for Qatar. Officials from both companies recently signed an exclusive deal in Doha.

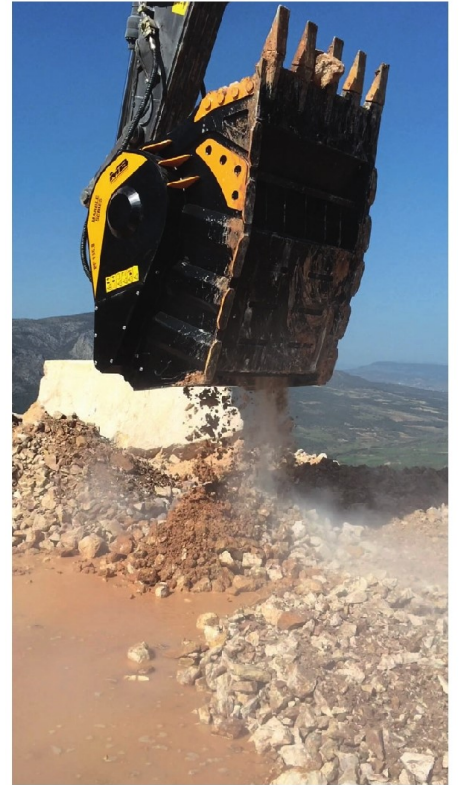
**U**nder a new distribution arrangement, Q-Fab will sell, service and support in the region the complete MB Crusher range of crusher and screening buckets, sorting grapples and drum cutters.

Founded and headquartered in Italy, 15-year old MB Crusher produces crushing, demolition and recycling equipment. The company also designed and manufactured the very first jaw bucket crusher.

The company's core business is the crusher bucket, which was invented and

patented by MB Crusher in 2001 and is a top-selling product for the brand. The MB range comprises excavators, skid loaders and backhoes of all sizes and also offers screening buckets, sorting grapples, drum cutters and accessories such as the iron separator, the dust suppression kit and quick couplings. MB products are made entirely in Italy and certificated 'Hardox in my body'.

"We're very pleased to confirm this agreement with Q-Fab as we are confident about our business potential in Qatar with the country's focus on construction activities," remarked Najmeddine Sahraoui, deputy general manager, Middle East and Africa, MB Crusher.



“Q-Fab, established in 1996, is fully equipped with market and product expertise and operational experience to service MB Crusher’s customers,” commented Engr. Mohamed Al Mrayat, head of sales department, Q-Fab.

*Construction Week Qatar* spoke exclusively to Najmeddine Sahraoui.

#### **For how long has MB Crushers been present in the GCC?**

MB Crushers has been present in the region since 2010.

#### **Who are your clients in the region particularly Qatar?**

Our clients are leading building and road contractors, quarry owners, demolition companies and excavation companies involved in pipeline constructions. MB Crusher products have many heavy construction applications.

For example, at a demolition site, the excavator mounting on a MB crushing bucket can directly turn demolition waste into useful pebble stone. At road construction sites, the freshly crushed rubble can immediately be reused for new road beds or filling up trenches, or building drainage lines.

#### **How important is Qatar for your business?**



▲ Najmeddine Sahraoui, deputy general manager, MEA, MB Crusher.

We have great expectations from Qatar and this is why we appointed Q-FAB as our exclusive distributor for Qatar. We are confident that this partnership will provide us with more commercial opportunities in the market to work closely with potential customers and give the quality of customer care they deserve.

#### **What are your expansion plans for the region?**

Crushing on site is a key aspect of many applications, such as road construction,

quarry and mining operations and urban working sites. For this reason the need to make the most of all available material, has prompted many operators to use the waste material which once was simply piled up in the site.

With this novel approach we see opportunities for growth.

#### **What are your challenges and concerns for the region?**

Our biggest challenge is to inform customers about a completely new concept of crushing never seen before and to make professionals understand the many advantages in terms of savings, whilst maintaining environmental sustainability.

#### **What opportunities do you foresee for the region?**

There are many big and important projects in the region where our machines are involved and are making the difference in terms of saving money and time for our clients. Our customer profile is always evolving and the industries that we serve are expanding. For this reason we are confident that in the future, as our brand gets popular, there will be more applications for MB Crusher products, both in the public and the private sector. **CW**