

## MB Crusher Establishes New Branches In Japan And U.S.

Efficiency, determination, seriousness and reliability: this is how MB presents itself to the world and it is how the company has conquered the global markets, bringing work and innovation to the areas MB S.p.A. travels across the ocean and lands to the most advanced countries in the world. The company has opened up new branches in Japan and U.S.

The opening of the Japanese and subsidiary represents, on the one hand, the conclusion of a thorough market analysis that has lasted a few years and, on the other, a bridgehead in the world's reference market in terms of technological excellence applied to every aspect of man's life. So, MB's challenge will be to satisfy the requests of a constantly changing market such as the Japanese one, in a country where 120 million people move at a relentless pace, with huge areas entirely covered by skyscrapers, office buildings, homes and plants that have to be torn down and rebuilt every thirty years in order to comply with extremely tough anti-seismic regulations in a country with the largest number of volcanoes in the world, sitting on one of the most active faults on Earth.

The Tokyo office is in a strategically central area from both a technical and logistical standpoint, and it is well connected to the Italian headquarters by means of optic fibres, for perfect management of the many information systems. From this position, Japanese customers are well served both in terms of before-sale assistance and after-sale technical support by qualified, Japanese-speaking personnel

The opening of the U.S. branch represents a starting point for the already solid presence of MB's products to take root on the market. The efforts aimed at conquering the American



market began way back in 2005, when MB participated for the first time in the most important tradeshow for the building and territory construction sector, obtaining significant results which in time have turned into cooperation contracts with dealerships and private companies. The success of MB's crusher buckets has grown exponentially, even conquering the summits of the American Army: in fact, in 2008 the Vicenza-based

company was awarded, through its dealer, a leading role in the construction project of 1645 homes and the renovation of an additional 443 housing units for U.S. Army families, one of the most important construction projects for privatised military housings in Italy since 1996.

The office is located in Reno, Nevada, in the western part of the United States, where many other companies of international scope have already set up their base: a strategic location, then, for all sale and distribution operations that MB will have to carry out in order to satisfy the already numerous market requests. The new American branch will make it possible to have the buckets on site, ready to be delivered to the construction yard as quickly as possible, thus avoiding long transit times by sea.

MB has no intention to stop now, and it is counting on further improving products and services already at the top in terms of reliability and performance, competing with different markets and cultures on a daily basis, thus strengthening and maintaining its position as unquestionable leader in the production and sales of its award-winning crusher buckets