

## CIFA North America at World of Concrete 2022 in Las Vegas

*CIFA exhibits the best in class models of its boom pump range: Steeltech K42L and Carbotech K47H*

*World of Concrete 2022, Las Vegas, 18<sup>th</sup> January 2022* | **CIFA North America** is participating in the WOC trade show for the second time. Following its founding in 2019 by **CIFA HQ** - a leading Global concrete machinery design and manufacturing company – CIFA North America was founded to establish a strong local presence to all the customers in the United States and Canada.

WOC is a great opportunity to show our North American product line: concrete pumps, which are made in Italy and supported through service, assembly, sales and parts from our North American location. Our pumps combine the **ease of use with reliability and high performance**. CIFA's has 90 plus years of experience in the industry.

**Marco Polastri - Sales, Aftersales & Marketing Director of CIFA** - commented: *"When we decided to open a branch in the U.S. two years ago, it was because North America was of great strategic interest for CIFA, and we aimed to increase our market presence in the United States and Canada. In these two years we developed a strong local presence in order to provide quality products and service to satisfy the needs of our customers."*

The facility located in Yorkville (WI) works as an industrial machinery assembly plant as well as the customer service and sales center. The local hub provides service in terms of sales, parts supply, technical support, service support and training with high quality and efficiency.

**All CIFA machines are designed to assure safety, exceptional quality and increase efficiency on job sites. Thanks to the electronic management system**, which collects and processes data to collaborate all vehicle functions in the safest and easiest way, which also pairs with the functionality of self-diagnostic, our pumps provided the highest levels of safety and ease of use in the industry.

On **CIFA booth West Hall 1872**, the **Carbotech line stands at the top of CIFA concrete boom pump** models among others in North American market. It is made of very smart and easy-to-use machines thanks to our Automatic Stability Control System. The pump also offers carbon fiber on the last sections of the boom, a distinctive feature for a lighter, stronger and better performing machine. Carbotech **K47H** is a pump with 151' of boom designed to withstand intensive and long term use. Thanks to the structural reliability of the steel and carbon components together with strict control during the entire production process, the machine performs and last like no other. Like all the models in the Carbotech line, the K47H has all the optional extras included and is equipped with the top electronic management system: **Smartronic (™)**.

The **K42L** pump, also on display, represents the Steeltech line, consisting of reliable and solid machine. This series offers complete customization to meet specific needs. It is easy to place in all types of job sites because it only requires a small stabilization area.

### About CIFA

CIFA is a leading manufacturer of concrete-working machinery and equipment with a consolidated presence in the Italian and global markets. CIFA has been part of the Chinese industrial group Zoomlion since 2008 and is an international company with sales and support networks all over the globe. The company provides its customers not only with reliable, high-quality products but also with financial support through Zoomlion Capital. For further information, visit the website [www.cifa.com](http://www.cifa.com)

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