

CIFA North America participates in WOC with Carbotech line

The top of the range of boom pumps represented by the K40H and K47H models. Made in Europe for America.

World of Concrete 2023, Las Vegas, 17-19 January 2022 - **CIFA** – leading Italian concrete machinery design and manufacturing company – participates in WOC through the subsidiary **CIFA North America, Inc.** The facility located in Wisconsin is as an industrial machinery assembly plant as well as a customer service center. For CIFA's customers in the United States and Canada, the local hub provides services for sales, parts supply, technical support, service support and training with high quality and efficiency.

Marco Polastri - the Sales, Aftersales & Marketing Director of CIFA - commented: *"We presented the subsidiary at WOC 2020, and - despite the pandemic period and its restrictions - we were able to lay the groundwork for business development; in fact, we have several units working at construction sites in the United States. At WOC 2023, therefore, we want to showcase our most exclusive range: the Carbotech Line. Pumps with carbon fiber boom and very easy to use, thanks to automatism that make them intuitive. North America is of great strategic interest for CIFA, and we aim to increase our market presence in the United States and Canada. Being in the area with a stronger local presence is utmost important to provide quality products and service to satisfy the needs of our customers."*

All CIFA machines are designed to assure safety, simplify the operations 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. On CIFA's booth **C6527**, the **K40H** and **K47H** will be presented as the best-selling CIFA concrete boom pump among **Carbotech** Line. Carbotech booms allow to obtain unparalleled results, overcoming inviolable limits, in terms of heights and lengths. Carbon fiber offers several advantages and has been used for years in many fields and applications because it is light and strong and can be repaired with ease: as it is a fiber, and therefore a fabric, it does not require welding and does not suffer damage due to wear or corrosion. Once hardened with controlled heat and pressure, it becomes durable and long-lasting. The use of carbon in the manufacture of some sections of the boom of a concrete pump makes the machine **lighter** and more stable and fuel-efficient or, in other words, **more economically and ecologically sustainable**.

Davide Cipolla, CEO of CIFA, who was involved in the Carbotech project from the beginning in 2010, said: *"The Carbotech line is undoubtedly a milestone in the history of CIFA. It is by thinking "out of the box" in this way that we have been able to make the leap of quality in terms of both product and brand positioning. This has made it possible to open the doors to those customers who share with CIFA a forward-looking vision of the construction site, anticipating the needs that – until recently – looked like they would not be met any time soon. Our great and typically Italian propensity for creativity and technological innovation, combined with the practical work of those who are on construction sites every day, has led us to expand this product overseas as well. And we are very proud of this."*

About CIFA

CIFA is a leading manufacturer of concrete-working machinery and equipment with a consolidated presence in 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

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