

## CIFA's Boom Pumps at WOC Trade Show in Las Vegas

Expanding Presence with the New CIFA North America Manufacturing Campus in Wisconsin to Better Serve U.S. and Canadian Customers

*World of Concrete 2024, Las Vegas, 23 January 2023* – **CIFA North America** proudly announces its participation in the World of Concrete (WOC) trade show in Las Vegas, showcasing its commitment to innovation and excellence in the concrete machinery sector. As a **subsidiary of CIFA** – leading concrete machinery design and manufacturing company in Europe – CIFA North America specializes in concrete machinery, offering top-tier solutions to meet the evolving needs of customers in the **United States and Canada**. The company is excited to unveil its new facility in Milwaukee area, strategically positioned to enhance its **customer-centric approach** and provide efficient support across North America.

Key Highlights:

1. **Expansion in U.S.:** The new facility signifies a pivotal step towards **strengthening CIFA North America's footprint in the region and taking concrete to another level**. This expansion ensures quicker response times and more tailored support for clients throughout the U.S. and Canada.
2. **Comprehensive Services:** CIFA North America stands out in the industry by not only selling state-of-the-art truck-mounted concrete pumps manufactured in Italy but also by **customizing the pump setup on American trucks**. The company is dedicated to providing exceptional post-sales support and assistance services.
3. **Proud Heritage:** As an integral part of the CIFA Group, a renowned name in the global concrete machinery market, **CIFA North America inherits a rich legacy of expertise, innovation, and customer satisfaction**.

*"For an international company like CIFA, the U.S. market plays a pivotal role. Proximity is just the first step; the true key to success lies in a deep understanding of the specific needs of this market. A local service and maintenance approach not only ensures promptness but represents the cornerstone for anticipating and meeting the demands of a discerning clientele. At CIFA, we don't just build machines; we build lasting relationships through a commitment deeply rooted in understanding our market and delivering service excellence."* - **Marco Polastri, CIFA's Director of Sales, Marketing and Aftersales.**

*"At CIFA North America, we understand that the strength of our team lies not only in their technical prowess but also in their ability to collaborate and innovate. We're not just shaping the future of concrete machinery; we're cultivating a team that embodies excellence, adaptability, and a shared commitment to delivering cutting-edge solutions in the American market."* - **Todd Lutz, General Manager at CIFA North America.**

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CIFA North America invites industry professionals, partners, and enthusiasts to visit its exhibit at WOC in Las Vegas [**booth C 6927**] to explore the latest advancements in concrete machinery, as:

- **Carbotech K47H boom pump** - 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 **long-lasting**. The use of carbon in the manufacture of some sections of the boom - K47H has **47-meter boom** - makes the machine **lighter and more stable** and fuel-efficient or, in other words, more **economically and ecologically sustainable**.
- **Steeltech K38L boom pump** - The **best-selling** CIFA concrete boom pump model among others in North American market. It is a boom pump with **38-meter boom** designed to withstand intensive and long term use, thanks to the structural reliability of the steel components together with strict control during the entire production process. Solutions such as **double thickness pipes** with chrome carbide inserts, newly-designed mud-cups will reduce maintenance cost and prolong wear parts lifespan, which are all standard in every CIFA boom pump.
- **Two stationary pumps** (PC 506 and PC 607), capable of handling any situation, they consistently demonstrate qualities of robustness, low operating costs, and pumping uniformity. All models come equipped with excellent standard features, complemented by a wide selection of accessories that further enhance their versatility. These pumps, whether utilized in large construction sites or urban areas, are the ideal solution, adapting seamlessly to different environments while maintaining their **solid performance and cost-effectiveness**.

#### About CIFA

CIFA is an Italian leading manufacturer of concrete-working machinery and equipment with a consolidated presence in global markets, since 1928. 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. For further information, visit the website [www.cifa.com](http://www.cifa.com)

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