

## CIFA celebrates the Magnum 50th anniversary at GIC and launches a contest dedicated to customers

All CIFA's friends are invited to stand PAD.1 B35 to celebrate the 50<sup>th</sup> anniversary since the invention of the revolutionary mixer-pump. A special contest is dedicated to customers: the first prize will take the winners... to pole position!

*Milan (Italy) - March 27, 2024* | CIFA is gearing up to commemorate the **50th anniversary of the revolutionary mixer-pump** (or **Magnum**, the name CIFA uses for this product line) during **GIC 2024**, scheduled from **April 18 to 20 at Piacenza Expo (Italy)**. The event will also be an opportunity to bring together customers, suppliers, and partners at stand PAD.1 B35 to celebrate the history **since 1974** and the decisive impact on the concrete sector made by this Italian-made invention by CIFA.

CIFA invented the first concrete pump in 1974 to address the challenges posed by confined construction sites, especially in urban areas and mountainous regions typical of the European landscape. This ingenious idea was for saving space, time, and economic resources. Branded as "Magnum," these versatile machines quickly became indispensable for projects of all sizes, particularly for companies seeking a single investment for **transporting and pouring concrete** on-site. Driven by continuous innovation, CIFA has constantly improved and renewed Magnum over the decades, enhancing its stability, operational speed, reach, and weight; in 2019, the company introduced **the first electric Magnum**, setting a new standard for sustainable construction sites.

At GIC, a contest dedicated to the Italian mixer-pump customers will also be launched, with prizes including a limited number of sought-after CIFA scale models, and the grand prize: the **Lamborghini Super Trofeo World Final** in Jerez, Spain. For contest information, please refer to the regulations on the [magnumtiportainfinale.it](http://magnumtiportainfinale.it) page.

On display at the stand:

- **MK28L, Magnum from the Steeltech line**, beloved for its ability to always meet the needs of the construction site, also thanks to its configurability according to requirements. The best seller for typical residential construction in the Italian territory.
- **K47H, a bestseller among Carbotech truck-mounted pumps** thanks to its 47-meter, five-section arm. It is the most requested pump for work on large construction sites across the peninsula, from the major structures for the Milan Cortina 2026 Olympics, to those for the 2025 Jubilee in Rome, to the construction sites for the new highway routes in Sicily.
- **RY1300**, at the Ovip stand - DAF dealer, the series of **concrete mixers** specifically dedicated to the Italian market.
- **A70**, at the Blend outdoor area, the mobile **flooring plant**.

CIFA looks forward to seeing everyone at **stand PAD.1 B35**.

### 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)

### CIFA SpA

Lucia Salomoni  
Mob: +39 340 0758750  
[lucia.salomoni@cifa.com](mailto:lucia.salomoni@cifa.com)