

Presseinformation
Press Release
Information Presse
Información para la Prensa
Informazioni per la Stampa

April 2014

BOMAG launches its new refuse compactor in Spain

The city of Malaga in southern Spain provided the setting for an exclusive BOMAG event for customers and dealers worldwide: the market launch of the BC 473 RB-4 refuse compactor. The event, which took place in early April in both Malaga and at the Antequera landfill site, and which included presentations and site demos, offered guests an opportunity to appreciate the many aspects which define the efficiency and cost-effectiveness of this new generation of refuse compactors from BOMAG.

Personal experiences were the focal point of the event, which is why BOMAG chose to use a working environment to demonstrate its new compactor in the 26 to 28.3 t class. Before the start of the tour of the landfill site, Jonathan Stringham, Head of Marketing at BOMAG, and Lorenzo Wakonigg, Managing Director of Spanish BOMAG dealer Maquinter, welcomed the many guests. "We are delighted to have this opportunity today to show you our new machine on one of the most modern landfill sites in Europe. The new BOMAG BC 473 RB-4 has already been in action here for two months. In this demanding working environment you can see how many ideas we have combined in the development of this new machine", said Jonathan Stringham, who continued by underlining the importance of the refuse compactor business for BOMAG. "The refuse compactor business is a cornerstone of our success. A success built on continuous exchange of information with our customers and which is manifested through innovative solutions and the best quality materials and workmanship." In fact, refuse compaction has been one of the core areas of expertise of BOMAG for many years, alongside asphalt and soil

compaction, something which is borne out by the high global demand for BOMAG refuse compactors.

In their welcome speeches, both Marina Bravo Casero, Member of Parliament in Malaga and President of the Consortium and Daniel Sánchez Pérez, Managing Director of the landfill site, highlighted the good business relationship with BOMAG dealer Maquinter. This was followed by a short overview of its business concept presented by Angel Castillo Arrebola, Development Manager of landfill operating company RSU. The site, which includes a sorting and composting plant, has been completely modernised with an investment of over EUR 22 million, and the company is highly proactive with lectures and presentations in schools and universities explaining the issues around refuse processing. "Our overall strategy is to use state-of-the-art technology, especially with our plant and equipment, and we are pleased to confirm that we are delighted with the performance of our BOMAG refuse compactors and the service from BOMAG", said Castillo Arrebola. The technical features of the new compactor were then explained by Detlev Wickert, BOMAG Product Manager for the development of refuse compactors.

Performance and power in action

Practice follows theory and what the Mercedes/MTU tier 4 final engine, the twin pump drive system and the BOMAG compaction concept can deliver was fully demonstrated by the compactor driver. Over steep accumulations of refuse and from a range of different approach angles, the guests tested the power and handling of this unit. It became clear here that in the development of this new compactor, BOMAG engineers had focused on performance and ease of service and maintenance, resulting in significant reductions in downtime.

Spreading loading or compacting – the high versatility of this model produced a clear vote of confidence from everyone present: As one observer said, "It is remarkable that this machine handles so sensitively with such a fast response time". And according to another convinced customer "the clever design of this machine was a welcome surprise for me. Despite the large hood, as a driver I can see everything and also have a fantastic rear view. For the daily machine checks it is just excellent that all components are so easily accessible."

"That is a message only possible after practical use", explained Detlev Wickert. "As well as the performance of the machine, the overall efficiency was also very clear. The engine and the controlled cooling system give, depending on operating conditions, a fuel reduction of 12%" continued Wickert. Then, this machine produces the same high compaction pressure per square centimetre as machines in higher weight classes. Compaction is not just a question of static weight.

BOMAG markets three models fitted either with a twin pump or a quad pump. With their performance of 300 to 600 tonnes per layer, the machines are ideal for small to medium-sized landfill sites. This is where the new BOMAG refuse compactors will create a new performance class and offer a serious alternative to competitor models in higher weight classes.

This new and interesting feedback gave way to an evening of relaxation. The Automobile Museum in the centre of Malaga provided an exclusive setting amongst the impressive of vintage car exhibits spanning nearly all eras.

5.039 characters (incl. spaces)

Status: 15 April, 2014

The Company

BOMAG is the global market leader in compaction technology. The company, which is situated in Boppard has been part of the FAYAT Group since 2005, and produces machines for soil, asphalt and refuse compaction as well as stabilizers/recyclers, milling machines and finishers.

In 2013, around 2,200 employees throughout the world achieved a turnover of EUR 550 million. The company has six branches in Germany and 12 independent subsidiaries. More than 500 dealers in over 120 countries ensure global sales and service for BOMAG machines.

Press photos:

IMG_01.JPG; IMG_02.JPG; IMG_03.JPG

Versatility and power: the new BOMAG BC 473 RB-4 refuse compactor in action.



IMG_04.JPG:

Under the hood: the new compactor close-up.



KONTAKT:

BOMAG GmbH
Hellerwald
D-56154 Boppard

Judith Rheingans
Presse/PR
Tel: +49 6742 / 100-8719
Fax: +49 6742 / 100-109
E-Mail: judith.rheingans@bomag.com