

SILVER LINING FOR SAMOTER



For four sunny days in May, Veronafiere played host to the 29th edition of Samoter. Unlike the weather, the business climate in Italy's construction industry is currently cloudy rather than sunny. But, as recent market surveys have shown, a silver lining is beginning to appear. Andrei Bushmarin reports

According to the data unveiled by Italy's National Union of Construction Equipment and Attachments (Unacea) on the opening day of the show, the first quarter of the year saw a 20% increase in sales of construction machinery over the same period in 2013. It might be too early to call this growth a recovery, but many industry pundits tend to view it as an indication that the Italian market has finally bottomed out.

Better than expected

This time Samoter was held in conjunction with Asphaltica, another show dedicated to road building technologies and machinery, which allowed the organizers to increase the attendance and expand exhibition space. The exhibition area of over 50,000m² housed 445 exhibitors from 28 countries. Reportedly, over 40,000 visitors from 55 countries turned up at Veronafiere, with France, Germany, Switzerland, the US, the UK, Russia, Slovenia, China, Brazil and Spain accounting for most of the foreign attendance. This came as a pleasant surprise for many, given that in the months preceding the show, expectations had run so low that some exhibitors even cancelled their bookings. In these circumstances, co-scheduling Samoter and Asphaltica was a move that saved the day for both the organizers and exhibitors.

Samep Tools satisfied but cautious about the future

The Turin based manufacturer of tools and spare parts for hydraulic breakers Samep Tools expressed satisfaction with the visitor turnout and the level of organization. Sabrina Longobardo, the company's export manager, said that the number of visitors was higher than she anticipated, given the change in dates.

Despite the downsizing, Samoter still enjoys the reputation of Italy's premier construction show, which keeps drawing in



domestic and international guests. Longobardo's colleague, marketing manager Paolo Reale, agreed but preached caution about Samoter's potential. According to Reale, trade shows like this are becoming too much 'B2B' affairs and, if the organizers want Samoter to remain attractive to the industry, a certain amount of reinvention would be welcome.

New international leads for Sea Technology

Sea Technology, the Italian manufacturer of cutting and drilling equipment and diamond consumables, used Samoter to debut its latest machines. Despite the weakness of the domestic





market in the last few years, the company never stopped expanding its product range. Among the novelties presented in Verona were the plate compactor Seaplate, the new floor saw Seafloor 500 and the rig-mounted drilling system Seacore 250.

According to the manufacturer, the new machines attracted a lot of attention from domestic and foreign visitors, with companies from Africa, Asia and northern Europe expressing their interest in representing Sea Technology in their countries.

Despite being probably the only manufacturer of diamond tools that exhibited in Verona, the company has no regrets about being there. It was the international aspect of Samoter that influenced its decision to participate and, fortunately, the show lived up to the company's expectations. A host of new contacts were made with not just European companies, but also with ones from developing economies like Nigeria, Morocco, Ghana, Egypt and Ethiopia.

Innovation awards for MB Crusher and Mantovani Benne

On the opening day of the show, six winners of the Samoter International Innovation Award were announced. Out of the six, two companies are established names in the demolition and recycling industry. Vicenza-based manufacturer of crushing and screening buckets, MB, got a special mention: "For the determination to continue investing in the crushing field, especially through innovations, particularly in the small crusher bucket sector allowing on-site re-use material even in small urban building yards, thereby helping to safeguard the environment within the wider perspective of the new era of sustainable buildings and the green economy."

Another winner was Mantovani Benne MBI the manufacturer of excavator attachments for demolition and recycling applications, whose production facilities were all but destroyed by the 2012 earthquake in Emilia Region. During the crisis, MBI showed a lot of courage and stamina, which allowed the company to regain quickly its place among the industry's top-flight players.

Simex's new screening bucket draws attention

In the run-up to Samoter, the mood in the Simex camp had been less than upbeat. There was no guessing what the attendance would be, so the company was pleasantly surprised to see a steady flow of Italian and foreign visitors to its booth. Simex's range consists of 11 product groups comprising 62 models, but the biggest draw at Samoter was the new screening bucket VSE.

First unveiled at Bauma, it is getting increasingly popular with domestic and international users. One of the VSE's greatest benefits is the possibility to change the size of the output material without having to perform complicated mechanical procedures. Thanks to a patented hydraulic control system, the operator can vary the distance between the screening elements, and, therefore, the output size between 15 and 45mm directly from the cabin. The bucket's drums feature rhomboidal elements with discs of varying diameter. The discs rotate at a different speed, increasing the rotational spin of the material being screened, which results in a higher output.

Idromeccanica Ramtec launches new breaker range and a compactor model

With 25 years' experience of exhibiting at Samoter, Idromeccanica Ramtec is a show veteran. Having been with Samoter through thick and thin, the Molfetta-based manufacturer of hydraulic breakers and spare parts was satisfied with its 29th edition. The company is also upbeat about the prospects of the Italian market. The market has stabilised, believes Idromecca-



nica, and the situation will be improving in the coming years.

At Samoter, Idromeccanica Ramtec showcased three new breaker models, the RT 90, weighing 85kg, which comes complete with a special wood-chipping device and suitable for 0.2t to 2.5t mini-excavators, the RT 250 at 240kg for 3.5t to 7t backhoe loaders, and the RT 1400 at 1.4t for 19t to 25t carriers.

Also new from Idromeccanica Ramtec, is the M series of breakers capable of withstanding back pressures, which makes them suitable for the latest generation of excavators. Alongside the breakers, the company showed the new hydraulic compactor CR20, equipped with a special post-driving device. With this new model, Idromeccanica has extended its range of compactors to three, covering the range of carrier machines from 1t to 20t.

Hinowa unveils new TX2500 transporter

Hinowa, the manufacturer of compact loading and earth-moving machinery from Verona, used Samoter to launch a new transporter model, the TX2500, which can handle any type of soil. It is powered by a Kubota four-cylinder diesel engine, featuring a large tank and liquid cooling. It has a loading capacity of 2.5t and comes complete with a 180° hydraulic rotation system and a body tilting mechanism. The special rubber tracks, with floating rollers, allow for a maximum speed of 12km/h. The 180° rotatable seat provides for optimum visibility. The machine features an intuitive control panel and allows for easy access to service points.

