

CIFA at The Big 5 Exhibit in Dubai

Exhibitor and main sponsor of the trade show, CIFA also presents a new product for the truck pump range: the K61L.

Dubai, 25th November 2019 – **CIFA** is at The Big 5 Heavy & Middle East Concrete show – **booth Rashid A241** - from 25 to 28 November, as a leading company in the field of concrete machinery production.

The Gulf Region is a strategic market for CIFA. Besides the potential which is there and that will increase in the next years, CIFA looks at it as an advanced market having in operation very well-organized groups, dealers and end users, which will definitely keep pushing towards the latest technologies and high standard products. CIFA always wants to keep focus on these key markets, exporting its European manufacture and patented technologies; that is why CIFA is also a main sponsor of the event, not just an exhibitor.

At The Big 5 CIFA is presenting for the first time the new K61L truck pump, a product that is ideal for markets requiring long, tough truck pumps combining high performances. It is equipped with:

- a 5-section boom, with RRZ folding
- a pumping unit with a maximum theoretical output of 180 m³/h, 83 bar
- electronic management
- closed loop circuit

It features a pumping unit with 10-inch S valve and 260 mm concrete cylinders, that guarantees lower cycles per minute, low wear and low noise level during operations. K61L is sturdy and easy to use, thanks to CIFA's Smartronic Silver machine management: LCD monitor, user-friendly interface with counters, pumping unit management and advanced diagnostics. CIFA technology aims to make the job site operations easier - even the hardest ones - ensuring high performance and long-life machines.

This new machine enriches CIFA's 60-meter offering in the Steeltech range, characterized by the use of high performance steel for the distribution booms. The 60+ meter range is also already represented in Middle East with CIFA Carbotech series truck pumps K60H, K67H, K80H featuring advanced technologies and carbon fiber in the boom sections.

"The Big 5 Heavy is the most important and well-known exhibition in this region, taking place in Dubai, that is the hub and business center of the whole Middle East. In such environment, we believe that it is a great opportunity to increase our visibility by sponsoring this key event and confirm therefore our historical presence in this market. Also, The Big 5 Heavy is the best platform to launch our brand new designed products for the Middle East such as the truck pump K61L", said **Marco Polastri, Sales, Aftersales and Marketing Director of CIFA.**

About CIFA

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