



PRESS RELEASE

IMER GROUP SIGNS STRATEGIC AGREEMENT WITH GERMAN COMPANY WAITZINGER

Munich, 19th April 2010 - **IMER Group of Poggibonsi** (Siena), Italy forges ahead in its international development strategy. The Tuscan Group (**European leader in the production of construction machinery, mortar spraying and conveying machinery, machines and plants for the production, transport and laying of concrete**, and specialised in the **construction equipment** and Mobile Aerial Working Platforms) **has signed an important strategic agreement with the German company Waitzinger Baumaschinen GmbH**, leader in the production of truck-mounted concrete pumps.

On 1 March 2010 the Italian Group and German company Waitzinger (which has been producing pumps since 1990) signed a strategic collaboration agreement that signifies another step forward taken by the Italian Group in strengthening its market leadership in the concrete machinery sector. Founded in 1990 by Franz Waitzinger with family management and ownership, Waitzinger Baumaschinen GmbH today has 90 employees at its 15,000-square-metre site in Neu-Ulm, Germany.

Paolo Salvadori, Chairman of the IMER Group Concrete Machinery Division, and Franz Waitzinger, General Manager and Chairman of Waitzinger Baumaschinen GmbH, met at the IMER Group plant in Basaldella di Campoformido, Italy at the end of February 2010 to complete the contractual formalities.

"By way of this agreement, the IMER Group Concrete Machinery Division is launching an innovative and complete range of truck-mounted concrete pumps made in Italy and designed in Germany by Waitzinger, using the technical-design support of the Germany company," Salvadori underlined. **"IMER Group's all-new range of pumps incorporates an innovative and revolutionary outrigger system patented by the German firm."**

The new line of pumps naturally complements the existing product range of the IMER Group Concrete Machinery Division. Already for some time the IMER Group had needed to expand the technical division responsible for its **truck mixer** line (acquired in 2002), with the aim of developing a complete range of products and services in the Concrete Machinery Division and thereby strengthening its market-leading position, as well as offering products **of unsurpassed reliability based on German technology.** **The new line of truck-mounted concrete pumps entered production on 1 March 2010 at the Udine factory and the Group's five-year plan foresees an increase in production to 300 pumps per year.**

"In this particular period of economic crisis," explained IMER Group Chairman Silvano Bencini, "strategic alliances enable outstanding businesses to remain competitive on the international market, thanks to product and process innovation. **The aim is to achieve industrial synergies and to access German technology and products of unsurpassed reliability and excellence,** while at the same time **increasing business assets** and the value of the IMER Group brand."

Today the business structure of the Tuscan Group is already partly in place for its line of pump products (due to experience acquired in the past). Now that an agreement has been signed with Waitzinger, the group has also acquired the technical and design expertise which it needs **to grow and innovate more rapidly.**

At almost 50 years from the birth of the first company that opened the creation of IMER Group (in 1962), the Tuscan Group is getting ready for the recovery of the markets with an agreement that enables "expanding and completing the product range", and therefore being able to best protect its interests on the international markets. **Today the competition of a "Made in Italy" Group is hinged on quality and service with the customer's satisfaction, and above all on a "direct presence" in the market of reference.**

The IMER Group Concrete Machinery Division is a point of reference in the international Ready - Mixed Concrete sector. **With the series of truck-mounted concrete pumps of German Technology** built in collaboration with Waitzinger, it establishes itself as a full-line Group with its complete range for the production, transport and installation of concrete.

The models presented at BAUMA2010 are the **R436 XS (with 36-metre, 4-element arm and XS outrigger XS) and the R442 ST (with 42-metre, 4-element arm and ST outrigger)**. The main distinguishing features include the concrete hopper designed to achieve top pumping performance and make cleaning operation easier, the electric machine and system emergency diagnostics panel, the proportional radio remote control, and the easy to change wear-resistant plates.

How it works: the concrete is put inside the pipes by conveying cylinders by way of the S valve and its automatic centralised greasing system guarantees a long lifetime of the load-bearing sections and seals. The loading hopper, fitted with stirrer, then makes it possible to easily convey the concrete into the central part of the suction sections. Optimisation of the suction phase ensures a high level of filling of the conveying cylinders (even of very hard and compact concretes that are difficult to pump). A hydraulic water pump is used to clean the pipes and concrete pump.

The IMER Group now has **five production divisions**: the **Construction Machinery Division** (concrete and mortar mixers, gantry and scaffold hoists, ladder hoists, various hoisting accessories, tile, masonry and floor saws and joint cutters, tamping rammers, plate compactors, vibrating rollers and power floats), the **Mortar Spraying and Conveying Machinery Division** (mortar and plaster sprayers for traditional and pre-mixed materials, floor-screed conveyors, screw pumps, continuous mixers and concrete pumps), the **Powered Access Division** (scissor lifts and articulated self propelled booms/aerial platforms), the **Concrete Machinery Division** (batching plants and machines for transporting concrete) and the **Construction Equipment Division** (mini excavators, skid-steer loaders, tracked mini dumpers and tracked aerial working platforms). The IMER Group now employs over **585 people** (not including the personnel employed by the company's foreign branches) across **seven production facilities (five in Italy and two abroad)**, in Rapolano Terme (Siena), Certaldo (Florence), San Gimignano (Siena), Basaldella di Campoformido (Udine), Pegognaga (Mantua), Aksaray (Turkey) and Monterrey (Mexico), which occupy an overall area of over 390,000 square metres (85,600 of which are covered).

IMER Group Press Office:

Ghiaroni&Musiani S.r.l.

Contact: *Silvia Musiani*

Via Porta Nova, 18 - 40123 Bologna, Italy

Tel. +39 051 268165 - mobile: +39 3394698422

3394698422

Fax +39 051 273699

s.musiani@ghiaronimusiani.com

www.ghiaronimusiani.com

IMER Group Marketing Director:

Contact: *Paolo Pianigiani*

Via Salceto, 53-55 - 53036 Poggibonsi (Siena, Italy)

Tel. +39 0577 97341

Fax +39 0577 983304

pianigiani@imerint.it

www.imergroup.com