

MEILLER TIPPER TRUCKS

INTERVIEW FOR PMV LIVE 2016

AUTHORISED SALES & SERVICE PARTNER

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1.0 Provide a brief description of your company

MEILLER GmbH, a Munich based business with a 160-year history, has in its production and delivery program rear tippers, tipping trailers and tipping semi-trailers, heavy-duty dumpers, skip handlers, roll-off tippers, trailers for the transport of containers and moving-floor semi-trailers, as well as MEILLER hydraulic systems and lift doors that have proven their worth around the world.

In 2015, MEILLER has entered into partnership with KHF Automotive Trading, in Dubai, UAE. A state of the art production facility and service center has been opened in Jebel Ali Industrial Area to cater to the construction & waste management customers in the region, to provide truck body building solutions for transportation of bulk materials & waste. We manufacture / assemble tipper bodies that are innovative, application oriented, fit for function and payload optimized.

2.0 What products are you bringing to Middle East Concrete & PMV Live this year? Any new launches?

We will be exhibiting the rear tipper at PMV Live this year. The rear tippers are our flagship product that are developed for the harsh conditions encountered in construction & waste management – from transportation of bulk materials to heavy demolition works. We plan to introduce our full range of products covering construction, logistics and waste management in due course.

3.0 How many years have you been exhibiting at Middle East Concrete & PMV Live and what are your main reasons for participating in the show?

It's our first time at the PMV Live. We consider this show to be the most effective gathering of our target customers, to show case our product offering and further strengthen our commitment & trust as evident by repeatedly being awarded "Best Brand" in the category of "tipper" in Germany, 12 times in a row.

4.0 What makes these products attractive to buyers in the region?

Our tippers are distinguished by optimized exterior dimensions which maximize transportation volume, a large tipping angle and a long service life. In addition to lighter tipper bodies, lower superstructures, enhanced degree of stability, strong hydraulics and increased operational reliability raising the payload and improving turnaround speed, our customers can enjoy an excellent level of value retention. Moreover, the modular system concept facilitates easier assembly and quicker supply to our customers. Our unique proposition is that we guarantee quality and reliability as a system integrator – steel construction, hydraulics and control engineering from a single source – MEILLER as opposed to our competitors who source these from various manufacturers or OEM's and assemble them together. Our quality bears a single name – Made by MEILLER.

5.0 Are there any special durability features about the product that make them resilient enough for the Middle East market conditions?

The Middle East market is lenient to load restrictions; thanks to our high pressure hydraulics at 280 bar, against the industry standard 150 bar, is able to deliver higher lifting force for the same cylinder

diameter. Also the MEILLER scissor tipping stabilizer with optimized trapeze cross section gives 30% higher torsional strength enhancing safety when tipping. The tipper bodies are made of fine grain steel that are crack resistant, has low wear for harshest conditions and are suitable for heavy duty daily use, thus making our product the most adaptive to Middle East conditions.

6.0 Are there any other comments that you would like to add?

I would like to add some highlights of our rear tippers; they come in two variants – the distinguishable half pipe design and the classic box design. The range of tippers can be customized with the following:

- Ability to remotely control all operations from a safe distance and from a location that gives you best visibility with the MEILLER I.S.A.R radio control unit.
- Manual or Electric Sliding Tarpaulin with or without tarpaulin protective roof, the electric version can even be controlled by the MEILLER I.S.A.R radio control unit.
- Choice of tail gates to choose from – inboard / outboard and swing from the top or opened hydraulically
- Lateral fender plate to protect chassis attachment against falling bulk material
- Folding under ride guard / Bumper Bar
- Quarter shell / half shell or continuous mud guards

We assure our commitment to quality, solidity, efficiency and safety. Our customers stand to benefit from the expertise and competence of our professional team by becoming proud owners or users of our tippers that set the standards for others to follow.

7.0 What are you hoping to achieve / what are your objectives from Middle East Concrete & PMV Live this year?

Our main objective is to present the best of engineering and practicality and hope to create a new era in the tipper market in the region.

8.0 Who are you looking to target at the show?

The main target group will be construction contractors and logistic partners.

9.0 Will you be meeting any of the existing clients to strengthen relationships or focus only on new business this year?

Well, it is worth mentioning that MEILLER work closely with all truck manufacturers worldwide and optimally match superstructures to the chassis thereby maintaining vehicle neutrality and are thus able to extend to customers full manufacturer warranty. We will also maintain the same policy and foresee establishing a good client base for us in UAE together with cementing our cooperation with the local offices and partners of the major truck manufacturers by working hand in hand.

10. How is the outlook for the business going into 2017?

The rapid pace of medium to long term infrastructure projects in the region provide plenty of potential and we are here to become a name to reckon with in vehicle construction, especially the Tippers.

Abhilash Isaac, Business Development Manager for MEILLER Tippers, heads the sales, marketing & service operations at K H F Automotive, their partner in Dubai. Prior to being named BDM for MEILLER GmbH, he has held various positions including General Manager in Qatar and UAE for industrial equipment's, mechanical fabrication and automotive business.

Isaac is a graduate in Mechanical Engineering and holds MBA degree in International Business from Aberdeen Business School, United Kingdom.