


# MILES AHEAD...

Number 15 · May 2019



 Exhibition season throughout the world, in that Xcentric has been present through its distributors



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# Training with the Ripper

A group of German workers have been undertaking a training course to learn how to manage the Xcentric Ripper



carry out a training course with our technician Fernando Rodríguez, with the aim of learning about the technology and the mechanics of the Ripper. This company works all over Europe, and in this case they are going to carry out a dredging project with an XR122 in Scotland. As it is not possible to see the Ripper when working under water, it is very important to know all the parameters to be taken into account for its correct operation, since they will be guided basically by the indications given by the manometer installed in the cabin.

The practical training was carried out in a quarry near our facilities, with an XR22, with which these operators acquired the necessary skills for the not easy task of working with the Xcentric Ripper under water.

In Xcentric factory we care about the correct use of our machines in the hands of our customers, so that they get the most out of them. That is why we are always willing to welcome them for training courses, both to learn the correct handling and to better understand its mechanics.

Thus, during one week of the month of May, we had with us four employees from the German company Colcrete-von Essen GmbH & Co. KG, who came to







The two groups of students who visited the factory, with some of our finished machines in the workshop.

# Olabide College students

## Final year's students from Olabide College visited us last February

On February 6 we received 85 students from 2nd Bachelor (17-18 years old) from Olabide School of Vitoria.

These students follow their studies in different areas offered by this School. There is a large group which after finishing high school will opt for a technical university career (Industrial Engineering, Mechanics...); others are interested in Degrees such as Business Administration and Management,

International Relations and Law, and there are also students interested in the Biosanitary branch. This diversity explains the different interests they showed during the visit.

The visit consisted of two parts. While one group toured the workshop, receiving explanations from the staff about the manufacturing processes of our machines, the other group attended a talk on the general operation of a

company (structure, departments, profiles of workers...) while viewing photos and videos of our products to better understand their operation and applications.

This activity has already been carried out before in the company, and we consider it very useful for the students to approach the working world they will join in the near future.







# Bauma 2019

**Xcentric was present at Bauma 2019, the world's leading trade fair for construction machinery, public works and mining**

Bauma Exhibition, in this edition has generated the best results of its 65-year history. The number of visitors increased by about 40,000 from the previous edition in 2016. More than 250,000 of these visitors came from countries other than Germany. The top 10 countries of origin (apart from Germany) were: Austria, Italy, Switzerland, France, the Netherlands, Russia, Sweden,

the Czech Republic, Poland and Great Britain. The fair also experienced a strong increase in the attendance of visitors from other continents, especially from

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**Bauma 2019 has beaten all its records with about 40.000 visitors more than in the previous edition**

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China, Australia and Japan (more than 5,500 Chinese visitors). The number of exhibitors was around 3,700 from 63 countries, which is also a record in the history of Bauma. In summary, with its 614,000 square meters of exhibiting surface, Bauma 2019 has beaten all its records.

On this occasion, XCENTRIC has exhibited two of its most





1. The ladies from the Hidromek catering service made our lives during the fair so much easier, offering us quality drinks and snacks at any time.
2. The presence of visitors around our machines was constant, and the questions about them as well.
3. Javier Aracama, XR International General Manager, re-encountering Dick Van der Starre, former XR sales director.
4. Jagdish Rawat, from STM Construction Equipment, our Dealer in India, didn't want to miss this Bauma edition.
5. Anthony Pagidas Company, Xcentric Dealer in Greece. Another nice encounter for the day...

outstanding products, the XR42 hydraulic ripper and the XC30 crushing bucket, and it has done so at the HIDROMEK booth on two different excavators of this Turkish brand. This collaboration has been possible thanks to the generosity and good relationship existing with the general manager of this brand for Europe, Stoian Markov, whom we thank from here for his great kindness and professionalism.

This cooperation has meant that visitors interested in HIDROMEK have found our machines, and

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**Xcentric was present with an XR42 and an XC30 at the stand of HIDROMEK, the Turkish brand of excavators**

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the interest aroused by these XCENTRIC implements has also attracted many people to discover this brand of Turkish excavators, still not very well known in some countries.

As in previous fairs, this has also been a good opportunity to find

old friends and distributors from different corners of the world, who have not wanted to miss this event and the opportunity to see and chat with us for a while.

On the other hand, and as is usual in each fair in which we present our machines, these have attracted the interest of divers professionals from the world of construction, who have been surprised with the innovative technology and the quality of the materials of the XCENTRIC brand.





# Marble Izmir, Turkey

DBF Limited, our dealer in Turkey was present at this Exhibition last month of March

Last month of March the ‘Marble Izmir’ fair was held in Turkey, attended by our DBF Limited distributor. According to his manager, Ferhat Zeybek, his presence in this exhibition has been very successful.

“Very high attendance and great interest and curiosity generated about the Xcentric Ripper new

“ We have received very positive feedback from companies already using our Xcentric Products ”

series (‘Mining Series’). We have contacted many new companies, and programed about 20-25 demos from which we expect

to obtain very good returns. On the other hand, we’ve received very positive feed back from Companies already using Xcentric products. It is also very encouraging to have many potential Xcentric customers looking forwards to trying our new line of products.”  
(Ferhat Zeybek)



# FAME INNOWA 2019

## Fair held in Murcia and attended by our distributor Xcentric Andalucía

The presence of our distributor for Andalusia and Murcia in this fair was essential to carry out the best possible commercial work, since the Xcentric Stand had a huge influx of visitors.

Xcentric Andalucía, has participated in the last edition of FAME INNOWA, which took place last 3-4-5 and 6 April at IFEPA Palace of Fairs and Exhibitions of the Murcia region, in the locality of Torre Pacheco, supporting his distributor in the Murcia area, (JJ Martínez). "For this, we had a Stand where we exhibited two Rippers XR40 and XR10, and a Crusher XC20, and was reinforced

with the presence of the commercial agent from the Murcia area, Mr. José Javier Gombau, and our Xcentric Andalucía delegate, Mr. Juan Plaza García, who were able to assist potential customers and explain the advantages of using our variety of products.

We backed these fair days with videos of different demonstrations of the implements working, so that visitors could appreciate the functionality of the products.

The Fair had a great affluence, being its maximum record of visitors during Friday and Saturday. In general, the Fair was successful, as leading national and international



companies in the construction sector were brought together, and the latest developments in the sector were presented."



# National Diesel Dirt&Turf

## Our distributor in Australia, Boss Attachments, attended this fair, the largest and most important held in this country

For the past four years our distributor Boss Attachments has won the "Best Big Stand" and the "Best Overall Stand" of this fair. This year the theme of the stand was "BIG", so all the machines that were exposed were large.

They had the XR82, the XS50 and XC40 and XC15 on display.

Xcentric products have been very well accepted in Australia, so much so that since they started selling Xcentric Crushers, direct

competition has only sold 3 small units.

The result of the fair was positive, an XC20 was sold and several demonstrations and visits to potential customers are pending.





# OKUMA MULTUS U4000

This lathe multitasking is the latest addition to our machining workshop, baptized by the machines' operators as the "Ferrari" of the lathes

In Grado Cero / Xcentric Ripper International we are constantly evolving, bringing to market new and quality improved products. And to be innovative, it is necessary to equip our factory with the best machinery for the manufacturing of our products.

Following this philosophy, we have recently incorporated this multitasking lathe into our

machining process, which is currently considered one of the best on the market. OKUMA is the name of the brand, which has been manufacturing and marketing a wide range of machine tools at the forefront of technology for more than a century.

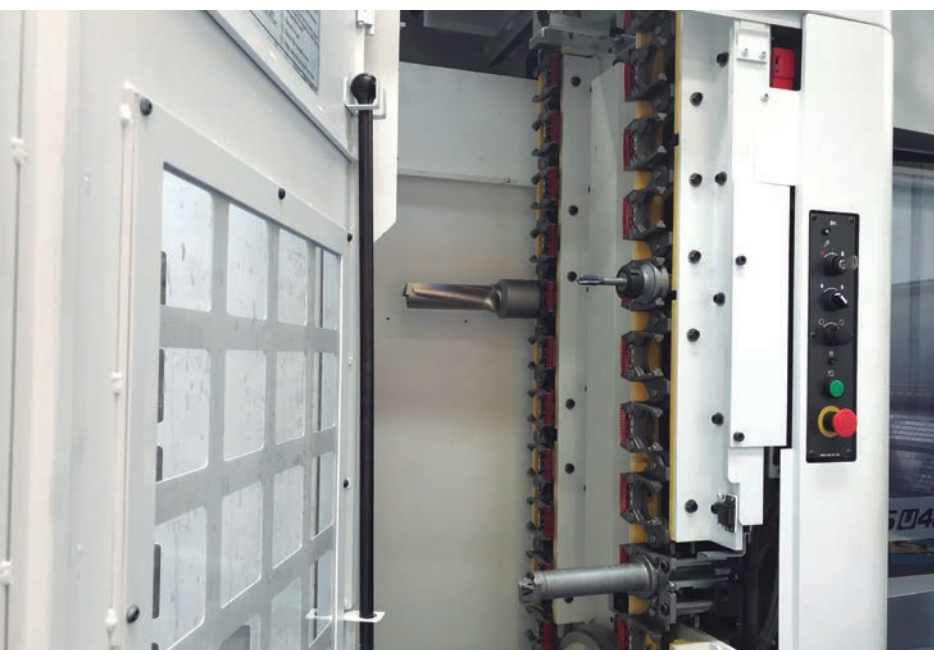
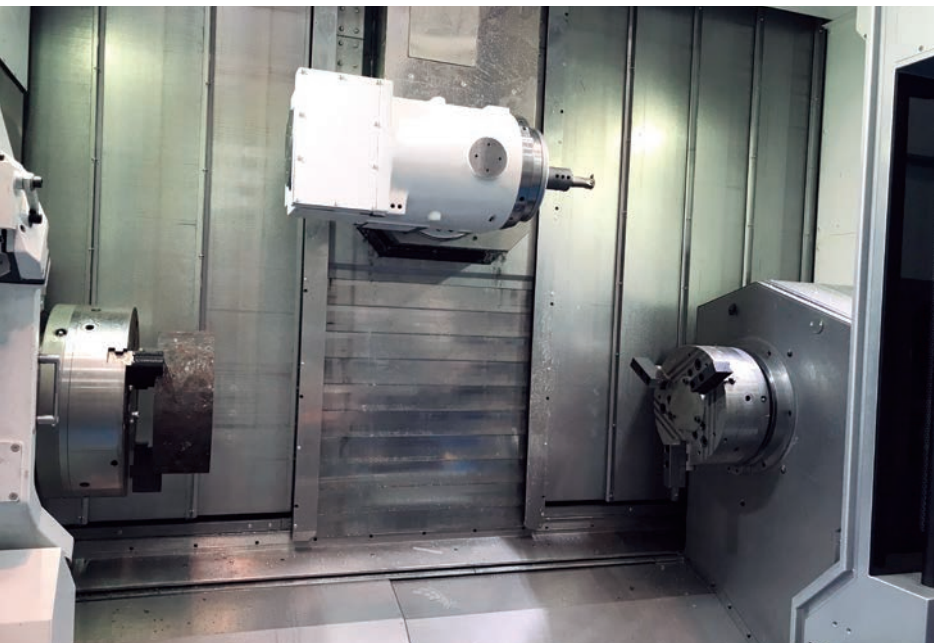
This lathe's main feature is being provided with two heads, which allows machining both sides

of the piece without having to remove it from the machine. This saves a lot of time, since the piece is completely finished without having to do any other external work.

It is used for parts that combine turning and milling, and we have started to use it to machine Ripper and Crusher components.



## We trust in best brands to get the best results



- It allows a great time saving in the machining processes (double head for a faster machining)
- Easy to program, which speeds up the operators' learning time:
  - Animated graphic display to easily perform the program test
  - Very simple deviations and maintenance solutions
- Provided with the latest technology to avoid risks the pieces to be machined may suffer during the process
  - Temperature control regardless of environmental temperature variations
  - Avoids possible collisions during machining
- It is already used for the manufacture of parts for the Ripper and the Crusher



# Javier Blanco



**Name:** Javier Blanco

**Age:** 52 years old

**Job position:** Purchasing Manager

**Years with us:** 1 year

We continue to get to know the company more closely, this time with Javier Blanco, Purchasing Manager and one of the last employees to join the company.

## ■ What is your job?

Currently I am immersed in a detailed study of the production processes from the raw material to the manufacturing of each implement's completion, in order to optimize synergies and improve the traceability of these processes, thus facilitating the control through our ERP contributing a continuous improvement of our internal management to offer a high quality product to all our customers.

As a purchasing director and before the great transformation

and growth of both GRADO CERO and XCENTRIC RIPPER INTERNATIONAL, my objective focuses on the reorganization of systems, methodologies and spaces in the new and impressive work center.

For that, during this first year of work I wanted to acquire the maximum knowledge about the components of our machines, raw materials, their transformation and final finishing, by means of a simple method, observation

“Of Xcentric I would highlight the quality of the products, the positioning capacity and the human capital”

and analysis. This will help me to make future decisions to optimize to the maximum costs, and provide competitiveness to all our implements.

## ■ What would you highlight of Xcentric Ripper – Grado Cero as a company?

Mainly three values:

- High technology products and quality of materials.

I am impressed by the continuous investment in prototypes and ultimately in R + D + I in constant improvement and development by Javier Aracama.

- Global positioning capacity of our products.

In an international market totally globalized by big companies, we are able to reach places in the world which sometimes





seem incredible to me.

When you are part of a project present in a market niche that will always provide us with commercial opportunities to exploit and constant challenges, it is easy to work with great enthusiasm.

- The human capital of our company.

In my humble opinion, the way I've been treated by Javier and all my colleagues is phenomenal; I consider myself part of a team of great professionals and above all great people, and if you add to that the implication of your boss and his commitment to all of us, you get a great result.

■ **What do you like most about your work here?**

Usually I am quite methodical and organized, and this is very related to my work in a way. One of the tasks I perform with more enthusiasm is to organize different processes and documentation so that the results in some way help all the others to have a broader vision. Apart from this, I like dealing with suppliers and colleagues and listening to their anecdotes and professional experiences while they help me to understand

“ I consider myself part of a team of great professionals and above all great people ”

many circumstances and history of the company (do not forget that I am still a novice here...)

■ **Tell us some anecdote of the time you have been working with us, a moment stored in your memory.**

As I said, I've been here for a short time, but enough to have gone through different situations somewhere between strange and funny. I'm not going to talk about the hazing they did (I want to believe that unintentionally...) when I was sent to the annual medical check up, but I'll tell you what happened during my first working week. I decided to spend a week in the assembly area to see how a Crusher and a Ripper were made from the start along with the team of assemblers, by the machine, and I took a lot of pictures of the different processes, and do not ask me how, but I accidentally

selected about twenty of them and sent them to a WhatsApp group of friends in which there is a very annoying girl we are always telling to stop sending so many pictures of her life. So, you can imagine all I had to hear from them for doing the same thing as her... They were fooling me for a couple of weeks at least, and even today someone still remembers it and asks for more. Anyway...

■ **Finally, what would you have liked to do if you did not work here?**

I've spent half of my life buying and hiring materials and services, and although I'm multitasking, I'm very good at cooking. I find it funny and relaxing, and I never stop learning and trying new things, so being a chef would have been a good option I think, because becoming a professional sportsman... I will leave it for another moment... But jokes apart, what I do now and since a long time, it is something that I love and brings me well-being. You could say that I am very proud of what I do and happy with my workmates.



# DBF Limited, Turkey

Our dealer in Turkey has founded this new company recently, although he has been selling Xcentric products for 6 years



## The history of the company

Xcentric Turkey has been operating as a distributor since 2013 with the company Lara Limited. Founded by Ferhat Zeybek in 2019, DBF Limited continues developing the Turkish market with a new image and provided with 6 years of experience selling and servicing Xcentric products.

DBF Limited, is a pioneer Company supplying maximum performance and perfect service of Xcentric attachments for Turkish companies operating in mining, construction and infrastructure sectors around the world.

These competitive and valuable companies are constantly evolving and giving quality and creative solutions, aiming to achieve maximum performance, profit and efficiency with minimum cost to its customers.

DBF Limited serves customers with 3 basic principles:

- 1 - Provide the best possible solution
- 2 - Provide maximum performance, efficiency and profit with minimum cost.
- 3 - Provide an excellent service from the beginning to the end (Promotion-Sales-Service-Technical Training-After-Sales), and be available to be contacted at any time.

> Ferhat Zeybek, manager of DBF Limited, at 'Marble Izmir' fair last month of March



## How did you know about Xcentric

DBF limited is a researcher company, continuously following developments in the related sectors, and looking for products which have not been yet introduced in the Turkish market. We began to follow very closely the Xcentric products in 2012-2013. When we watched videos of the Xcentric products, we thought we could offer our customers in Turkey very wise solutions, and started to work on this idea.

## Why you decided to work with us

The most important point we considered when we decided to work with Xcentric, was the fact that there was not a similar alternative in the world. : -) We still think Xcentric has no opponent. This is a great power. I congratulate Javier and the Xcentric family. To know that you don't have a rival in the market makes you feel very confident and successful. It is very important for us to be a distributor.

Mining works in the infrastructure and construction sectors, must be very competitive. For this reason, the products we offer to customers represent us and will determine our permanence in this sector. New products, and to have an innovative structure to follow closely the developments in the world in order to offer new technology products to customers, is DBF Limited's main goal. The simplest way to accomplish this goal was to start working with Xcentric. We were very excited about it then, and still today, with the introduction of the new Xcentric products. It is very satisfactory to see how our customers share this feeling with us.

## First impressions

I can not forget our customer's reaction the first time we demonstrated the product in Turkey. An article titled, 'Beyond Expectations' was published in a magazine, and it really was. Better, Faster, Stronger. No other way to define it. The quality of the product overlaps with the slogan (Beyond Expectations).

Once you've introduced the product through a demo, the client will never forget you, and sooner or later you will be selling products to that customer. For a distributor, this is awesome. It is great to see how the customer you've previously sold a Xcentric product to, comes back to you for a new purchase.

The biggest problem we are actually facing in Turkey is the country's economic difficulties which are affecting our sales, but the advantages of having a high quality and high performance product are changing this troubling situation.

With the arrival of the New Series, we can say now "Much Better, Much Faster, Much stronger."

## The work and demos you are making now

We have just concluded our participation in The Marble Fair Izmir / Turkey, which has been very successful. Very high attendance and great interest and curiosity generated about the Xcentric Ripper new series. We have contacted many new companies, and programed about 20-25 demos from which we expect to obtain very good returns. On the other hand, we've received very positive feed back from Companies already using Xcentric products. It is also very encouraging

to have many potential Xcentric customers looking forwards to trying our new line of products.

The fact of having many Turkish construction companies working in different countries around the world, some of them already using our Xcentric products, gives us hope for more future sales and technical service of our products.

We, as DBF Limited, trust the Xcentric family and Xcentric products and are pleased to be a solution partner for our customers.

Our current program for the future is to introduce our latest Xcentric models to our new potential customers met during the fair, and prove them by means of demos the promised performance of our machines.

We believe in a very successful future with lots of units sold for large state infrastructure and mining projects.

DBF Limited - Xcentric Turkey, we are proud to be a member of the Xcentric family.



## DBF Limited

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Ferhat Zeybek

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