

*Press kit*

# INTERMAT 2015

## 20 – 25 April 2015

***Press Kit***



**RF Néo asphalt plant**



**CHIPSEALER sprayer-spreader**



**1000/35 cold milling machine**

**Road Equipment Division**  
*Marketing and Sales Department*

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### ***Press kit***

The FAYAT Group welcomes you to its 2,200 m<sup>2</sup> exhibition area:

***Hall 5A, D137***

with its subsidiaries from the Road Building Equipment Division  
which are exhibiting the key product lines covering  
the **entire road life** cycle.



The FAYAT Road Equipment range on display comprises:

1. **Mixing plants:** MARINI-ERMONT, MARINI, SAE
2. **Road maintenance equipment:** BREINING, SECMAIR
3. **Road building machines:** BOMAG

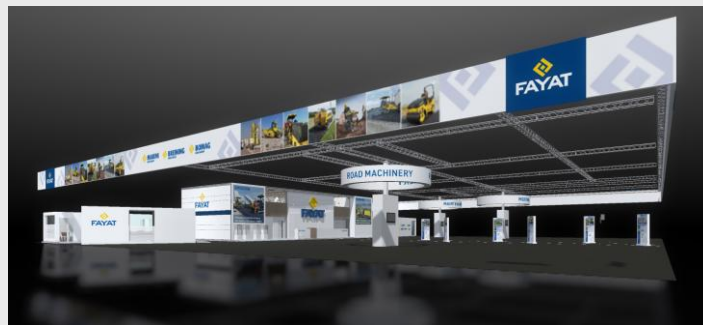


➤ PTC, with its range of **deep foundation equipment**, is exhibiting in outside area 2, **Aisle F, Stand 012.**

[www.dmr.fayat.com](http://www.dmr.fayat.com)

# Hall 5A, Stand D137

**Think!**  
**New standards**



**Reception**

## ROAD BUILDING MACHINES

### Soils

- ↪ Stabilisation
- ↪ Compaction
- ↪ Milling

### Asphalt

- ↪ Stabilisation
- ↪ Compaction
- ↪ Milling

## MAINTENANCE & ASPHALT PLANT

- ↪ Sprayers
- ↪ Sprayer-spreaders
- ↪ Technologies
- ↪ Asphalt plants



**Road Building Equipment Division**  
***Marketing and Sales Department***

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### ***Brand policy***

The FAYAT Group's Road Equipment Division is divided into three Business Units, corresponding to three major product lines:

- **Road building machines** (compaction rollers, pavers, milling machines, stabilization machines and light-duty equipment) under one global brand: [BOMAG](#).
- **Production plants** (for hot-mix, cold-mix and warm-mix asphalt, emulsion and hydrocarbon binder plants), under the [MARINI](#), [MARINI-ERMONT](#) and [SAE](#) brands. MARINI is a globally renowned, international brand, while MARINI-ERMONT is a specialty brand, distributed within a smaller geographical area.

- **Maintenance machines** (for road maintenance, sweeping, urban upkeep and airport handling) constitute a new, more powerful Business Unit benefiting from very useful industrial synergies, under the [BREINING](#) and [SECMAIR](#) brands for road maintenance, [MATHIEU](#), [RAVO](#) and [SCARAB](#) for sweeping and [CHARLATTE](#) for airport handling.

The Group also offers brand variants in non-EC countries:

- [MARINI LA](#) (Latin America)
- [BOMAG LA](#) (Latin America)
- [BOMAG CMI](#)
- [BOMAG CEDARAPIDS](#)

The universal Fayat Product Line presents the product lines and geographical areas covered by the references (see next page).

## ***A universal Product Line***

The acquisition of CMI and CEDARAPIDS in the USA, in addition to the Latin America brands, has revolutionized the FAYAT Group's product range, which has become more universal.

However, this product range is a response to the demand, which is influenced by globalization, and the increasing market shares of equipment built in China and India are changing the global landscape.



The FAYAT Group's traditional product range is focused on European countries. International developments, particularly in Asia but also on the North and South American continents, are reflected by specific product ranges. The need to clarify the product range and provide an overview has become apparent: What choices and alternatives are available to users in the different countries and regions concerned? This advice and these guidelines are especially important considering the widely differing normative, safety and environmental specifications and recommendations that vary from one geographical region to another.

The 2015 Product Line is also universal insofar as it presents the Group's product ranges for the whole world and includes a geographical indicator at the bottom of the page, which ranks our product range according to three categories: product available without reservation, product unavailable and product accessible with exceptions. The decisions

take account of multiple criteria and embrace the normative requirements (e.g. for emissions), service facilities and local competitiveness, while taking account of transport costs and import taxes, etc.