

# MINING & QUARRY WORLD







# Martin Engineering announces Malaysian business unit

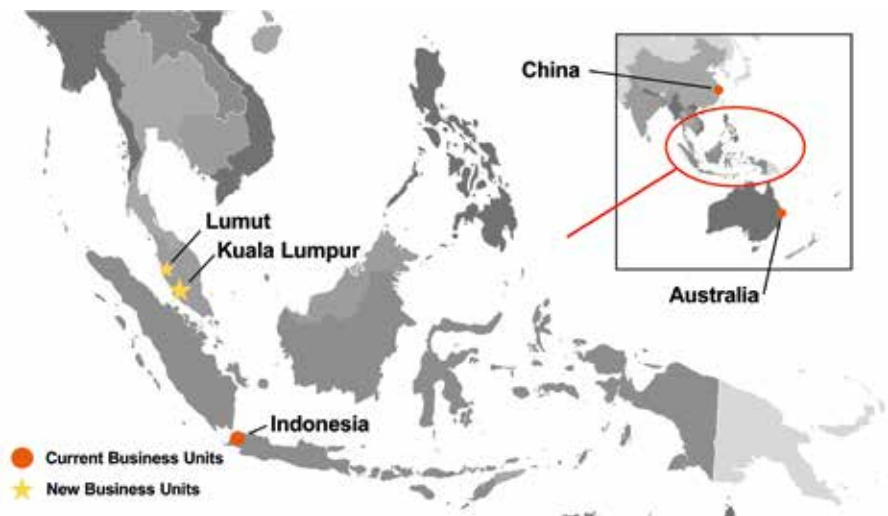
**T**he global leader in bulk handling accessories and safety, Martin Engineering, is expanding its presence in the Asian Pacific market by opening a business unit in Malaysia. Headquartered in the capital city of Kuala Lumpur -- with a satellite office in Lumut -- the Malaysian Business Unit will act as the main hub for providing products and solutions to the many industries Martin Engineering serves in the region. The benefit to customers will be more localized care from a team with a greater understanding of the region's needs and challenges. This will result in faster response times, better logistics, closer relationships with customers, and an expansion of the portfolio of products and services available to help customers improve their bulk handling efficiency and safety.

"Our team in Australia has done a great job of serving this area, but we've come to realize that the Malaysian market deserves closer attention," said Javier Schmal, the Area Vice President in charge of overseeing the expansion for Martin Engineering. "This is an exciting opportunity to give existing and new customers a greater range of bulk handling options and innovations to choose from."

The business unit will begin with 6 qualified collaborators, including experienced professionals like William Valladao from Martin Engineering Brazil. In addition to

hiring more qualified local technicians, he will manage and improve support to key accounts and lead customer development. Valladao is a highly experienced member of the Martin Engineering family. Having worked as a Service Manager for 20 years in Brazil, he was promoted to Business Development Manager and in 5 years has earned the opportunity to build and drive the success of the Malaysian Business Unit.

The Malaysian team will speak several languages including Malay, English, Portuguese, and Tamil. This expands the availability of professional maintenance services which range from air cannon and conveyor belt cleaner care to the installation of transfer point products and belt support





equipment. These services also include technical support for apps and software platforms.

Serving a wide range of bulk handling industries like cement, port terminals, biomass, mining and quarries, the team will install and support a broad range of Martin Engineering products. The product offerings will include some of the company's most popular primary and secondary cleaners such as the innovative CleanScrape® or the QC1+ models for superior belt cleaning to reduce carryback, dust and cleanup. Improving material flow and workplace safety, the Typhoon Air Cannons with SMART™ Series Nozzles allow external maintenance of valves and nozzle replacements without tank removal or exposure to high heat applications. The team will also deliver fully engineered transfer point retrofits with belt sealing, dust control, belt tracking and belt support designed to improve the conveyor operations of customers throughout the region in any bulk handling application.

“The new Malaysian business unit will receive ample support from other business units,” Schmal explained. “The foundation of assistance comes from Martin Australia through manufacturing products, sales expertise, engineering designs and technical support.”

The USA headquarters and large Brazil team will back it up with technical support, customer service, sales expertise and engineering. This matrix of collaboration provides Malaysian customers and the new business unit staff with



highly experienced support as the team gets trained and certified in all the products and services Martin has to offer.

“The Asia-Pacific market offers one of the best growth opportunities currently,” Schmal concluded. “This new business unit is part of Martin’s investment and strategic plan to improve our coverage and continue to offer the best service and customer support in the industry.”

