



Press Release August 2010

## **CDE offer performance guarantees and extended three year warranty on new equipment purchases**

In a move that will undoubtedly make operators sit up and take notice CDE Global have announced a new scheme to offer customers in the UK and Ireland performance guarantees and an extended three year warranty on all new equipment purchases made before the end of 2010.

For those considering the procurement of new equipment for the washing of sand and aggregate products within the UK and Ireland markets this offers a level of comfort and security not previously seen within the industry. "We firmly believe this is a world first" explains CDE General Manager in the UK, Terry Ashby. "We have built our reputation on the delivery of equipment that does exactly what it says on the tin. This new scheme demonstrates the level of confidence that we have in the performance of our equipment and sets us apart from other suppliers to the washing market."

According to the company the scheme is founded on the basis that in order to maximise returns from any new plant investment, operators need some security in relation to the final product specifications that will be achieved. The consistent production of washed sand and aggregate products within the required specifications ensures operators can ensure continuity of supply to their customer base thus enhancing these relationships while also ensuring their products command the highest commercial value. "Throughout our daily discussions with customers we know the importance of being able to guarantee the production of specific grades of material" says Terry. "We know our equipment can fulfil these criteria from the extensive experience that we have throughout the UK and Ireland markets and are prepared to back this up with the offer of a performance bond."

In a first for the industry this means that anyone purchasing new equipment from the CDE portfolio can avail of a performance bond. "It is all too often the case that sand and aggregate processing equipment is sold on the basis that it will perform to a certain level and produce certain grades of material. The reality is that operators within the industry are left with out of specification material which they then struggle to find a market for, and if they do find a market the final price of the products is well below what they had budgeted for when making the decision to purchase the equipment in the first place" explains CDE Sales Director, Enda Ivanoff. "With no guarantees in place operators are left to deal with this issue themselves while equipment manufacturers experience none of this discomfort."

"While many claim that their equipment will deliver material within required specifications no-one up until now has been prepared to back this up with the type of guarantee that we are now offering" explains Terry Ashby. "The performance of our equipment is proven beyond doubt but the misleading claims made by others create a level of suspicion among operators that promises regarding final product specifications will not be met. By offering this new guarantee scheme we are showing

a commitment to our customers and an acceptance of our responsibility when it comes to the performance of our equipment.”

In addition to this guarantee scheme, UK and Ireland customers purchasing new CDE equipment will also be offered an extended three year warranty period. With the standard industry warranty offering of 12 months, this is another move which demonstrates the confidence that CDE have in the performance and build quality of their equipment. “It is no accident that we are able to offer customers this performance bond and extended warranty but rather it is down to the focus on high quality components throughout our equipment portfolio” says CDE Service Manager, Ryan Barker.

The ongoing cost of maintaining new processing plant is often relegated to a minor issue during the procurement process with the majority of the focus on the actual capital expenditure required. This, according to Ryan, leads to operators being faced with much higher operation and maintenance costs than need be the case, which leads to increased periods of plant downtime. Both of these factors combine to reduce plant efficiency and reduce production levels. “Our plant is built to last” says Ryan. “While there are many that will say this, we are the only company offering three year warranty as standard which shows the level of confidence that we have in the equipment we offer.”

This new scheme incorporating performance guarantees relating to final product specifications and extended 3 year warranty is effective from 1<sup>st</sup> August 2010 within the UK and Ireland market for all new equipment purchased from the CDE equipment portfolio and will initially be available until 31<sup>st</sup> December 2010. Commenting on the new initiative, CDE Managing Director Brendan McGurgan said “We’re the first in the industry to do this. We know its difficult times out there and we’re simply ensuring our customer’s investment is protected.”

In a final comment on the new scheme from CDE, Sales Director Enda Ivanoff says “There are a lot of “me too” companies operating in the industry. Unfortunately it is too late for many professional quarrying companies when the “cheaper” equipment they have bought does not deliver the required production levels, the required product quality or the expected operating costs. We are passionate about what we do. We have fantastic suppliers and partners around the world. We work hard at developing long term relationships with the largest suppliers in the industry, dealing directly with the manufacturer and cutting out middle men, ensuring best in class value and aftersales support. We have been developing this business model now for more than 15 years. We are the only company in the industry that is focused totally on washing technologies. We are unique in that no other company in the industry designs, develops, manufactures and delivers turn key projects with as much original equipment as CDE. Normally you get either a project management company or an equipment supply company, however when both these two parties are involved, you can get a disjointed solution and especially disjointed responsibilities after install. We have considered for a while how best to demonstrate our superior quality and commitment to the industry, we have talked to our suppliers and asked them to come on board, and they have been unanimous in their support. We are not afraid to put our money where our mouth is, so this is it, 3 year warranty as standard on all equipment from CDE, whether it’s a single piece of equipment or a turn key project delivered through our in house PRO-MAN team, you get the benefit of CDE’s global procurement and delivery. Safety, value for money and the lowest operating costs should be the primary concerns for our customers. We guarantee we can deliver this best in class. We look forward to being put to the test.”

For further information on the scheme contact CDE at [info@cdeglobal.com](mailto:info@cdeglobal.com), by telephone on 028 8676 7900 or visit their web site at [www.cdeglobal.com](http://www.cdeglobal.com)

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