

PRESS RELEASE

MHE-Demag organises first-of-its-kind German-engineered compact construction equipment show in Malaysia

Equipment catered to development needs were introduced in an eye-catching and memorable way

Malaysia, April 23 2019 – Inspired by the recently released movie ‘Bumblebee’, MHE-Demag introduced its new compact construction range to Malaysians with a unique construction equipment show.

Together with its regional partner, Wacker Neuson, MHE-Demag presented the latest construction technology in the country including tracked excavators, wheeled excavators, telehandlers, wheel loaders and wheel dumpers. Guests were treated to a ‘group performance’ where all the machines of different sizes were manoeuvred in synchronised movements.

Established in Malaysia since 1972, MHE-Demag has been a part of the country’s development by offering solutions such as Demag cranes and forklifts, eventually adding in docking equipment, gondolas and car parking systems to the product range.

Klaus Schilling, Regional Director, MHE-Demag said that the company believes the time is right to bring in German-engineered machines to the country to support its needs in infrastructure, construction, real estate, manufacturing and agricultural sectors.

“This range of equipment is mobile, easy to manoeuvre and compact. With these compact excavators, narrow spaces will no longer be an issue as this equipment can fit perfectly on narrow roads or alleys. Hopefully this will lead to less traffic jams caused by big excavators used to do a small roadwork, which is a common sight in Malaysia,” he said.

These compact excavators and dumpers are catered to smaller-scale contractors, including civil engineering and general contractors, property developers, contractors for housing, roadworks, gardening and landscape, farmers, plantation owners, miners, rental parks, recycling yards, logistics, and communal works, among many others.

One of the key products presented at the show was the WL20e Wheel Loader. Powered by electricity and 100% emission-free, it is the perfect solution to the Low Carbon City Framework promoted by the Malaysian government. Besides low noise emissions, the WL20e also enables up to 41% savings in operating costs as well as cost advantages in maintenance and in the service intervals. MHE-Demag is also offering flexible and affordable financing options for the new product line, which include options to rent.

“This show required advanced operating skill and synchronisation, and most importantly, seamless teamwork. We are glad that the response from the crowd was overwhelming and encouraging. We might do a bigger-scale show in the near future and open it to the public”, Mr Schilling added.

-END-



About MHE-Demag

Established since 1972, MHE-Demag is the name for material handling. We engineer, manufacture and maintain a comprehensive range of industrial cranes and hoists, warehousing equipment such as lift trucks and dock levellers, aerial work platforms, building maintenance units for safe working at heights, as well as automated car parking systems. Our customised solutions serve a wide range of industries from general manufacturing to aerospace, covering a broad customer base.

A joint venture between Jepsen & Jessen Pte Ltd and Demag Cranes and Components GmbH, MHE-Demag is headquartered in Singapore and operates within its close-knit regional network in Australia, Brunei, Cambodia, Indonesia, Laos, Malaysia, Singapore, Myanmar, Papua New Guinea, the Philippines, Taiwan, Timor-Leste, Thailand and Vietnam, among others. Our operation is supported by 11 manufacturing facilities and more than 70 strategically located branches in the region.

For more information, visit us at www.mhe-demag.com.

Media Contacts

Loh Mei Huang

Regional Marketing Manager

MHE-Demag Group

Tel: +603 – 3345 7888 and +6012 – 5270221

E-mail: meihuang_loh@mhe-demag.com

