



A European 'roadshow' of machine trials has prompted a new influx of sales at industrial shredder manufacturer UNTHA.

The XR mobil-e has visited 15 sites throughout Germany and Austria since the 'tour' began in late August. A second unit has also been on a long-term demonstration in Switzerland for the last month, proving it can tackle two steps of a complex wood shredding process that would usually require three different machines.

And the next few weeks look just as hectic with further trials requested from operators in these countries, as well as Italy, before the end of the year.

But the packed multi-location programme hasn't just caught people's eye as the vast 37 tonne shredder has travelled from one site to another. It has also helped secure five new orders for the machinery giant – and counting!

These include a static XR3000C, an XR mobil-e will set to tackle a complex multi-purpose waste shredding operation, and a long-term rental purchase to produce an alternative fuel destined for Denmark.

The variety of orders mirrors the diversity of trials that the XR has completed since the roadshow commenced. The machine has refined a rough 300mm RDF to produce a 70mm cement fuel; shredded pulper ropes and paper rejects; and tackled everything from car tyres to heavy fraction from a windshifter.

“It takes a lot of careful planning to prepare for a roadshow of this scale, especially because we always try to attend to advise on the configuration and optimisation of the technology” explains sales manager Daniel Wresnik. “But the XR tour is always incredibly ‘in demand’ so the effort is worthwhile, especially when it leads to further business development.

“The participating organisations also contribute towards the cost of the roadshow, which demonstrates how serious they are about using our shredder and putting it through its paces with their own materials. We offer trials at our Salzburg innovation centre, and the door is always open for existing and prospective clients who want to visit. But sometimes you just can’t beat using the machine in the live setting that it could soon be operating in on a daily basis – hence the roadshow popularity.”

Established in 1970, UNTHA is headquartered in Kuchl, near Salzburg, with subsidiary companies in the UK, America, Germany and Poland, and distribution partners in Italy and Japan, to name just a few locations. There more than 150 of UNTHA’s XR shredders alone in operation worldwide.