

## CIFA Showcases the MK28E Electric Truck-Mounted Concrete Pump with BEE Technology at Ecomondo

### The green evolution of the machine CIFA invented fifty years ago that revolutionised construction

*Rimini (Italy), Ecomondo – 5 November 2024* | CIFA returns to Ecomondo trade show following last year's success. In the year that marks the **fiftieth anniversary** of its revolutionary concrete pump-mixer – known as the "Magnum" within CIFA – the company has chosen to showcase the latest evolution of this machine: the **Energya MK28E**, an **electric pump-mixer** that transforms into a hybrid machine when mounted on a diesel truck. The pump-mixer **operates fully electrically** and can, when needed, also draw power from the truck's engine, ensuring operators are never left in a difficult position.

The MK28E is the world's first electric pump-mixer, initially introduced in 2019. It offers reduced fuel consumption, increased environmental friendliness, and zero compromise on performance. The **MK28E features BEE (Battery Electric Equipment) technology, which enables it to operate independently of the truck using a dedicated next-generation battery pack.** Once the truck engine is turned off, all machine functions, from drum rotation (7 m<sup>3</sup>) and machine stabilisation to the extension and retraction of the boom (28 m, with the last two sections made of carbon fibre) and concrete pumping, are handled by the battery-powered electric system.

Along with cutting costs by reducing fuel consumption, the MK28E is well-suited to urban worksites with restricted access and noise limits, where operating in electric mode virtually eliminates noise emissions. The MK28E stands out for its **unique features and distinctive design** (it won the Red Dot Award for design in 2020), making it a top choice for clients who wish to turn their work machinery into a **symbol of their brand's commitment to sustainability.**

CIFA's dedication to sustainability began long before it became a hallmark for most companies; in fact, the **Energya electric line was launched over ten years ago** with the introduction of the first electric truck mixer. Additionally, since 2023, the company has been



A ZOOMLION COMPANY

Lucia Salomoni  
Mob: +39 340 0758750  
lucia.salomoni@cifa.com

actively supporting a sustainability plan that includes environmental initiatives and projects to enhance social welfare for its various stakeholders.

This year, CIFA released its **first sustainability report**, ahead of European regulations that will make it mandatory in 2026.

**Marco Polastri, Sales, Aftersales & Marketing Director**, stated: *“The heavy duty sector is evolving rapidly, driven by a rising demand for more sustainable solutions and the need to reduce the environmental impact of industrial activities. The concrete industry, in particular, must play a crucial role in this shift towards greener construction, as it is traditionally one of the most energy-intensive and high-emission sectors. With the electric MK28E Magnum, we aim to prove that innovation is possible in the concrete industry without sacrificing performance; in fact, we are enhancing efficiency and sustainability.*

*Since last year, we have been pursuing a structured and impactful Corporate Social Responsibility (CSR) pathway, encompassing much more than cutting-edge machine production. We embrace a 360-degree approach. The launch of the Energya line over a decade ago marked the beginning of our journey as pioneers in developing electric solutions for our industry. Today, our sustainability plan has set ambitious goals not only in emission reduction but also in enhancing the well-being of our employees, clients, and partners.*

*The publication of our first sustainability report in 2023 is a significant milestone in this journey. We will continue to invest in green technology and promote a culture of sustainability because we believe that change begins with us, with the choices we make every day for our products and the environment in which we work.”*

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### About CIFA

CIFA is a leading manufacturer of concrete machinery and equipment, holding a dominant position in the Italian market and ranking among the top players globally. Part of the Chinese industrial group Zoomlion since 2008, CIFA is a highly international company with sales and support networks across all continents, offering customers not only a reliable, high-quality product range but also financial support through Zoomlion Capital Financial Services. For more information, visit the website at [www.cifa.com](http://www.cifa.com).

### CIFA SpA

Lucia Salomoni  
Mob: +39 340 0758750  
[lucia.salomoni@cifa.com](mailto:lucia.salomoni@cifa.com)