

CIFA North America at World of Concrete 2025 in Las Vegas: “We Build Trust. Easy, Ready, Truly.”

Innovation, Support, and Reliability for the U.S. and Canadian Markets

Las Vegas, Nevada | January 21, 2025 – **CIFA North America** is proud to announce its participation at the highly anticipated World of Concrete 2025, taking place at the Las Vegas Convention Center from January 21-24, 2025. As a manufacturer of concrete pumping and placing equipment, CIFA continues to strengthen its presence in the U.S. and Canadian markets, offering unmatched service, support, and reliability to local customers. **The motto “We Build Trust. Easy, Ready, Truly” stands for the importance of being close to customers and their needs** because CIFA North America is part of the same world: *“we are in America, we have been producing concrete machines for almost 100 years, and we solve any technical problem”* – said **Todd Lutz, CIFA North America’s General Manager**.

With a dedicated office and service facility in Wisconsin, CIFA North America provides its customers in the U.S. and Canada with direct access to high-quality products, technical assistance, and genuine spare parts. This localized support ensures that clients experience minimal downtime and maximum efficiency, making CIFA a trusted partner for construction professionals across the two countries.

The highlight of CIFA's exhibit at World of Concrete 2025 will be the **K36L-5 boom pump** and **Carbotech Line** made of **carbon fiber** - a cutting-edge material that embodies the company's commitment to innovation and durability. The K36L-5 is designed for **optimal performance in a wide range of job sites, offering superior flexibility, ease of use, and the long-lasting durability** that CIFA is renowned for.

Key Advantages of the whole boom pump series:

- **Easy Operation:** Simplified controls and intuitive design ensure operators can work efficiently, even in challenging conditions. That is possible thanks to the **Smartronic** system, the brain of the machine. It **simplifies operations and collects the information to manage all the machinery’s functions**, from the pumping unit to diagnostics. It collects and transmits data to provide information on the machine’s status at any time, and manages the pumping unit and the pressure and speed of the motor, in order to optimize performance.
- **Durability:** Built with robust components that stand up to the rigors of daily use, ensuring long-term reliability and lower maintenance costs.
- **Flexibility:** The versatile design makes the CIFA pumps ideal for a variety of construction projects, from urban to industrial applications, in any weather conditions.

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

CIFA North America, Inc.
Todd Lutz
todd.lutz@cifa.com

CIFA North America's commitment to providing high-quality equipment and localized services ensures that contractors in the U.S. and Canada can rely on its products to meet the demands of any project, no matter the scale or complexity.

We invite all industry professionals to visit CIFA's booth at World of Concrete 2025 to discover more about the boom pumps and other innovative solutions tailored for the North American market, as the **stationary pumps**. Our team of experts will be on hand to discuss how CIFA can support your next project with exceptional service and reliable equipment.

About CIFA

CIFA is an Italian leading manufacturer of concrete-working machinery and equipment with a consolidated presence in global markets, since 1928. CIFA has been part of the Chinese industrial group Zoomlion since 2008 and is an international company with sales and support networks all over the globe. For further information, visit the website www.cifa.com

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

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Todd Lutz
todd.lutz@cifa.com