

PFT has made a promising entry into the Latin American construction machinery market. The fact that our machines markedly facilitate mortar application is a convincing sales argument.



# PFT Machines Prove Successful in South America



Construction of a villa in the local cement block technique.

The Latin American economies are currently experiencing an upswing. In many countries, the political situation has stabilized, and the governments have taken effective steps to promote business. The building activities taking place in most South American countries are impressive, despite the use of relatively poor equipment. For example, only very few rotary tower cranes and almost no material silos are available. Nevertheless, numerous large buildings and residential areas are being constructed everywhere.

## Various Building Techniques

The use of cement block masonry is most widespread - in both interior and façade construction. The walls built in this technique are plastered in up to 4 steps and subsequently smoothed with 3-4 layers of filling compound.

Panel construction is also quite popular: In this technique, polystyrene panels approx. 8 cm in thickness are used, with reinforcing mesh on both sides. On the building site, a mortar layer up to 3 cm in thickness is applied. Furthermore, the use of foamed concrete building blocks is becoming more and more important.

For a variety of reasons, Latin America is a difficult market for construction machines. The main problem is insufficient on-site power supply. Other obstacles to the use of proper machines include the scarcity of qualified workers, rather low quality standards and a lack of cost awareness.

## PFT Is Gaining Momentum

Currently, the PFT G 5 c mixing pump (220 V, 1 phase, 60 Hz) is the most widely used PFT machine. A large variety of measures has been taken to further promote the sales of machines. There have been positive reactions, for example, from visitors of PFT stands at local fairs of the building and in-

stallation trades. Numerous tradespersons have already been trained in the use of PFT machines. We are also planning to conclude strategic alliances with local construction material manufacturers.

First-time users of PFT machines are always professionally supported by PFT. The use of one of our machines in the construction of a luxurious villa is a good example: The trouble-free demonstration of the new PFT G 5 c mixing pump and PFT's helpful instructions and conclusive sales arguments convinced the contractor that he was buying the right product. Our customer was highly satisfied with the performance of his machine.

The new machine and our comprehensive on-site service allowed the contractor to reduce the number of workers needed for one job from 11 to 4, so that his firm was then able to carry out several plastering jobs simultaneously.

Training courses, stands at trade fairs, and machine tests on the premises of material manufacturers have increased the popularity of PFT machines in Latin America.

