

## BECOMING A MARBLE MASTER IN TURKEY



ALPAY MERMER



Izmir Marble Fair

**T**urkey is one of the oldest producers of marble in the world, with a 4000-year production history. It holds nearly 40% of the global total natural stone reserves, including 4 billion m<sup>3</sup> of exploitable marble and 2.8 billion m<sup>3</sup> of exploitable travertine. The Turkish marble and natural stone sector is among the world's top five in both value and production volume.

In the early 2000s, KCM developed marble specifications of the 95ZV and started sales activities together with our Turkish distributor, ENKA PAZARLAMA IHRACAT ITHALAT A.S. (ENKA).

Initially, we faced some difficulties because the job was harder than expected and repeated improvements were required. With support from ENKA, we eventually gained the trust of our customers, especially with regard to the power and durability of the 95ZV. Our experience obtained in Turkey at that time has been utilized during development of the current KCM wheel loaders for handling marble, and the features of

KCM wheel loaders ("powerful", "durable", and "dependable") have become more established.

Now, we are selling our latest models for handling marble (95Z7 and 115Z7) in Turkey. The Z7 series has been developed with a focus on low operating costs and high productivity by using state-of-the-art engineering along with inheritance of the "powerful", "durable", and "dependable" features of earlier products.

In May 2017, we visited one of our important customers, ALPAY MERMER (located in Mugla). This customer already has three 95Z7 units and they really like the 95Z7. The reasons they gave for choosing the 95Z7 were as follows:

- 1) Machine quality and performance
- 2) Reliable ENKA sales team
- 3) ENKA's service capability

From the words of this customer, we have once again recognized ENKA's excellent sales and service capabilities.

To promote our latest models more, ENKA exhibited the 95Z7 at the Izmir Marble Fair held in March 2017. During the fair, ENKA received many inquiries due to the expectation that demand for marble will recover. As well as the 95Z7, many customers were interested in the 115Z7, and we think that demand for the 115Z class will increase in the near future.

We will continue sales activities with ENKA, aiming to reach the No.1 position in the Turkish marble sector, and we believe we can achieve this. Finally, we would like to express our sincerest appreciation to ENKA for their excellent sales activities.

# 2017 EXPO IN NEW ZEALAND



70Z7 on show



90Z7 on show with Mr. Rex Davies, Managing Director, in the center and Mr. Peter Hopkins, Sales Representative, on the right

**T**he EXPO, which is one of the largest transportation and heavy equipment trade shows in the Southern Hemisphere, was held in Hamilton (New Zealand) on the 2nd - 4th of March 2017. The EXPO is held every four years and this year was the first time for us to be in the show since KCM returned to New Zealand in 2015 with MIMICO, KCM's valued partner. MIMICO organized displays of the 70Z7 and 90Z7 at the EXPO site, where the brilliant KCM yellow stood out against green grass in the splendid autumn weather.

Since the first Z7 landed in New Zealand in May 2015, an increasing number of Z7 units have been used in the field, mainly by logging and quarry customers. We have obtained positive feedback about the Z7, including its powerful and smooth operation and its operator-friendly features. Therefore, we were thrilled to welcome customers to the EXPO where we could display the well-regarded Z7 series.

We received inquiries about 70Z7 loaders with versatile uses. We found many customers were impressed by the solid design of the 90Z7 for heavy-duty work. Even customers who had never operated KCM loaders thought that the 70Z7 and 90Z7 looked like something they must try. We hope that the Z7 will be selected when they have the opportunity to purchase new loaders.

This year, we are targeting more sales to forestry and quarry customers. The trade show made a good start to the year, and we appreciated MIMICO's dedicated efforts to make the EXPO successful for KCM. We are sure that we can achieve the goal of higher sales together.



90Z7 on show

# KCM SALES & SERVICE NETWORK

	<b>COUNTRY</b>	<b>DISTRIBUTOR</b>	<b>TEL</b>	<b>FAX</b>
<b>OCEANIA</b>	AUSTRALIA	TUTT BRYANT EQUIPMENT	+61 - 2 - 9780 7200	+61 - 2 - 9780 7280
	NEW CALEDONIA	SUPERCAL EQUIPEMENT	+687 - 43 - 77 - 20	+687 - 43 - 77 - 04
	NEW ZEALAND	MATAMATA INDUSTRIAL MACHINERY IMPORTS LTD ( trading as MIMICO)	+64 - 7 - 888 - 6294	+64 - 7 - 888 - 4879
<b>ASIA</b>	INDONESIA	PT. ALTRAK 1978	+62 - 21 - 736 - 1978	+62 - 21 - 736 - 1977
	MONGOLIA	MONNIS INTERNATIONAL LLC	+976-11-311687	+976 - 11 - 323248
	MYANMAR	COMMON PURPOSE CO.LTD	+95 - 1 - 645-178	+95 - 1 - 645-211
	NEPAL	WORLDWIDE TRADING CO.PVT. LTD.	+977 - 1- 4412 - 547	+977 - 1 - 4415 - 547
	PAKISTAN	ELECTRONIC ENGINEERING COMPANY PVT LTD.	+92 - 51 - 515 - 8180	+92 - 51 - 515 - 8080
	PHILIPPINES	JVF COMMERCIAL	+63 - 2 - 928 - 3916	+63 - 2 - 928 - 3988
	TAIWAN	COME CIAO TRADING CO., LTD	+886 - 3 - 320 - 7760	+886 - 3 - 320 - 7761
	THAILAND	KRUNG THAI TRACTOR CO., LTD.	+66 - 2- 261 - 9999	+66 - 2 - 258 - 6463
	VIETNAM	MICO LTD.	+84 - 4 - 3938 - 6666	+84 - 4 - 3938 - 6888
<b>MIDDLE EAST</b>	IRAQ (BAGHDAD & SOUTH)	AL NUWAIRA TRADING AGENCIES CO.	+ 962 - 7 - 963 - 160 - 04	+9641 - 5564084
	IRAQ (NORTHERN PART)	CIHAN GROUP INT TRADE CO.	+ 964 - 750 - 4511820 + 964 - 750 - 5871212	+964- 66 - 226 - 2115
	JORDAN	AL ADYAT AL SAREEAH LETEJARET AL ALEYAT (MANASEER MACHINERY)	+ 962 - 6 - 5822891	+ 962 - 6 - 5822890
	KUWAIT	BOODAI TRADING COMPANY LTD.W.L.L.	+965-248 41314/43986	+965-248 18294/48368
	OMAN	MOOSA ABDUL RAHMAN HASSAN & CO.L.L.C.	+968 - 22009629	+968 - 24505441
	QATAR	ABDULLAH ABDULGHANI & BROS.CO.W.L.L.	+974 - 44501967	+974 - 44501952
	SAUDI ARABIA	ARABIAN AUTO AGENCY	+966 - 2 - 669 - 5595	+966 - 2 - 669 - 2359
	SYRIA	LARZA TRADING	+963 - 11 - 3311 - 901	+963 - 11 - 3311 - 903
	TURKEY	ENKA PAZARLAMA IHRACAT ITHALAT A.S.	+90 - 216 - 446 - 6464	+90 - 216 - 395 - 1340
	UAE	SPANISH AGENCIES	+971 - 2 - 554 - 5900	+971 - 2 - 554 - 5901
<b>AFRICA</b>	ALGERIA	SARL FOMATRAP	+213-(0)-21-44-15-69	+213-(0)-21-44-15-69
	SOUTH AFRICA	ELB EQUIPMENT	+27 - 11 - 306 - 0700	+27 - 11 - 918 - 7208
	TUNISIA	INTER EQUIPEMENT SA	+216 - 79 - 369 -011/014 /016	+216- 79 - 396- 009
<b>SOUTH AMERICA</b>	PERU	MAQ BREZ S.A.	+51- 4252 - 7217	+51 - 1 - 417 - 3043
	BRAZIL	CENTRO OESTE IMPLEMENTOS PARA TRANSPORTES LTDA	+55 - 31 - 3369 - 3600	+55 - 31- 3369 - 3652
<b>JAPAN</b>	JAPAN	KCM OVERSEAS MARKETING DEPARTMENT	+81- 3 - 5826 - 8230	+81 - 3 - 5826 - 8231
<b>SUBSIDIARIES &amp; AFFILIATES</b>	U.A.E.	KCM MIDDLE EAST OFFICE (BRANCH)	+971 - 4 - 214 - 6794	+971 - 4 - 214 - 6729

**KCM CORPORATION, A JAPANESE MAJOR WHEEL LOADER MANUFACTURER FOR OVER HALF OF A CENTURY, SINCE 1962; HAVING WORLDWIDE SALES & SERVICE NETWORKS**

**- POWERFUL - DURABLE - RELIABLE - SIMPLE - MADE IN JAPAN - QUALITY -**



**KCM Corporation**  
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