



Company News

Martin Engineering: Innovative Conveyor Belt Cleaner Program Extends Replacement Services to UK

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Neponset (IL), United States -

A global manufacturer of conveyor belt cleaning technologies has announced the introduction of a factory-direct program to deliver and install fresh replacement polyurethane blades -- accurately specified, custom-fitted and mounted free of charge. Building on the highly successful network introduced in the USA, the Mr. Blade™ UK program will allow Martin Engineering to maintain an electronic record of operating conditions on all conveyors using its equipment. This data will be updated regularly, providing customer management with an operational assessment of vital components, including recommendations for avoiding costly failures and system downtime.

Further, certified **Martin** service technicians will adjust, repair or replace the main frame and tensioner of any belt cleaner at no charge, for as long as the customer maintains a Mr. Blade service relationship. The company ensures customer satisfaction on any cleaner with its exclusive Forever Guarantee, which specifies that users will experience better cleaning, longer service life and lower cost of ownership.



The factory-direct program delivers replacement conveyor belt cleaner blades -- installed at no charge.

“The idea behind the Mr. Blade program is to deliver an unequalled level of service using highly efficient, regionalized systems,” explained **Chris Schmelzer**, Director of the Wear Components Business Group. *“This first UK van will be targeting the Midlands Area including Leicestershire, Nottinghamshire, Derbyshire and South Yorkshire, where there’s a high concentration of aggregate producers, cement plants and other users of belt cleaners. With this type of system, we’re in a position to be able to deliver proactive service in advance of a breakdown, replacing worn or failing components before they lead to an event that stops*

production. "The **Mr. Blade UK program** is based on a central warehouse approach, a home base from which the vans can be at virtually any customer within an hour or two. Cutting and milling of blades to suit any application will be handled at the warehouse location, with final adjustments and custom-fitting on-site. "Our technicians will still make frequent customer visits and perform Walk-the-Belt™ inspections to collect operational data," **Schmelzer** continued. "They'll provide scheduled reviews of belts, cleaners, tracking, chutes, dust control and other components to maximize productivity and reduce downtime. But now we're also capturing very detailed info as to how the products are performing, which allows us to even better anticipate customer needs and maintain all belt cleaners in optimum condition."



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Schmelzer said that *“Eliminating the need to stock replacement blades is a relief to most managers, and with this programme they can do that and still obtain fresh blades which deliver optimum performance. Shifting that responsibility to a*

trusted vendor through this kind of service relationship is one way that bulk handlers can continue to streamline their operations, while obtaining better cleaning efficiency and safety at the same time. Customers can be confident that the blade and assembly are being serviced properly, ensuring maximised benefit from their belt cleaners."The vans are designed as mobile business units, with technicians able to electronically enter and update data on each customer system right at the site. With a lifetime record of all belt cleaning equipment, customers will have access to details on the mounting assembly, tensioner and blade wear life, along with total annual cost information for budgeting purposes. Each vehicle will be equipped with the business tools and software to provide quotations on the spot, and all will have credit card transaction capabilities to deliver a convenient customer experience.



Certified technicians will also adjust, repair or replace main frames and tensioners.

Martin Engineering has also established a regional version of the program in Brazil, and plans are already in the works for Mr. Blade China. *“It’s an approach that makes a lot of sense, both for the customer and for us,” Schmelzer added. “This programme has allowed us to boost customer service to a new level, using a variety of tools and technologies to maximize system efficiency and minimise unscheduled downtime.”* **Martin Engineering** was founded in 1944 in Neponset, Illinois, USA, and is currently one of the world's leading companies providing solutions for bulk material handling and the optimization of conveyor systems. The main European subsidiary was founded in 1987 as **Martin Engineering GmbH** with headquarters in Walluf near Wiesbaden. Further subsidiaries are currently located in France (2000), United Kingdom (2003), Turkey (2005), Italy (2013), and Russia (2015). Dealer representations exist in numerous countries of Western and Eastern Europe, North Africa and the Near East. Additional information can be found at www.martin-eng.co.uk. _____ © 2017

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