

# PRODUCT PORTFOLIO S RENAMING

KLEEMANN





The KLEEMANN product range has undergone considerable change over the last 10 years. Entire series have been redeveloped, new products have been added, products from third-party suppliers have been replaced by our own, and others have been added. This dynamic is clearly visible looking at our product range as a whole – especially at the expense of a consistent and understandable model designation concept.

#### This will all change by April 2022.

By then, the entire product range will be renamed in a number of small and large steps. The first step will be the introduction of the new generation of the MOBICAT MC 110 series, the MC 110(i) EVO2\*. The individual changes and their timing of introduction are described here.

EVO

W KLEEMANN

03

# **BASIC THINKING**

### **Objective of a model designation**

> Classification in terms of type and size and/or performance class

> Branding

## **Review of current KLEEMANN naming**

- > Can customers follow our naming?
- > Are we consistent in our naming system?

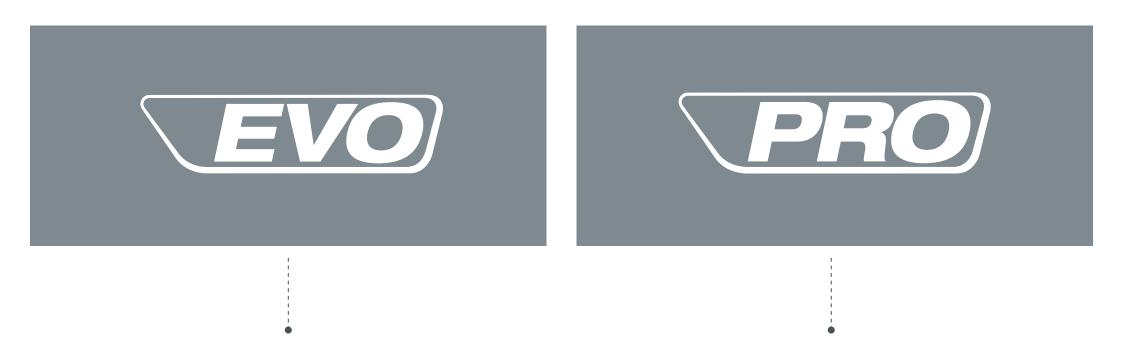


# **FUTURE ROLES OF EVO AND PRO**

### Future usage

- > All machines in the KLEEMANN product portfolio will be labeled "EVO" or "PRO"
- > One exception: MOBIBELT stackers

# **DEFINITIONS OF EVO AND PRO**



### **EVO** machines are targeted to the contractor market

- > Smaller in terms of system size
- > Higher focus on flexibility
- > Higher focus on transportability
- > For use in natural stone and recycling in equal parts

### **PRO** machines are targeted to the quarry market

- > Larger in terms of system size
- > Higher focus on performance
- > Higher focus on (process) stability, more static use
- > Primarily for use in natural stone, as well as recycling

# **RENAMING MILESTONES**



#### **MILESTONE 1**

**MILESTONE 2** 

#### **MILESTONE 3**

Launch MC 110(i) EVO2 April 2021 Launch MCO 90(i) EVO2 June 2021 April 2022

# **MILESTONE 1 - LAUNCH MC 110(i) EVO2**

### What will be new

> Launch MC 110(i) EVO2

### What will be changed

> Deletion of "R" and "Z" at EVO and PRO crushers

Overview Renaming 1						
MC 100 R(i) EVO	>	MC 100(i) EVO				
MC 110 Z(i) EVO	>	MC 110(i) EVO2*				
MC 120 Z(i) PRO	>	MC 120(i) PRO				
MR 110 Z(i) EVO2	>	MR 110(i) EVO2				
MR 130 Z(i) EVO2	>	MR 130(i) EVO2				

\* Successor machine





# MILESTONE 2 - LAUNCH MCO 90(i) EVO2

### What will be new

> Launch MCO 90(i) EVO2

### What will be changed

> Conversion from decimeters to centimeters in terms of the crusher system size for our cone crushers

Overview Renaming 2						
MCO 9(i) EVO	>	MCO 90(i) EVO2*				
MCO 11(i) PRO	>	MCO 110(i) PRO				
MCO 11 S	>	MCO 110 S				
MCO 13	>	MCO 130				
MCO 13 S	>	MCO 130 S				

\* Successor machine





# **MILESTONE 3 - APRIL 2022**

### What will be changed

- > Delete "R" and "Z" for remaining machines
- > Screening plants: Differentiation of screening plants in accordance with Scalper and Classifier (MSS and MSC) and naming analogous to the screening surfaces (e.g. MS 13 Z becomes MSS 502)
- > Consistent use of "EVO" and "PRO": Special plants and all screening plants will become "PRO" or "EVO". "PRO" or "EVO" plants (e.g. MC 140 Z becomes MC 140 PRO; MS 13 Z becomes MSS 502 EVO).





# MILESTONE 3 - APRIL 2022

Overview Renaming 3							
MC 125 Z	>	MC 125 PRO	MS 12 Z	>	MSS 352 EVO		
MC 140 Z	>	MC 140 PRO	MS 13 Z	>	MSS 502 EVO		
MR 122 Z	>	MR 122(i) PRO	MS 702(i) EVO	>	MSC 702(i) EVO		
MR 170 Z	>	MR 170 PRO	MS 703(i) EVO	>	MSC 703(i) EVO		
MCO 110 S	>	MCO 110 S PRO	MS 952(i) EVO	>	MSC 952(i) EVO		
MCO 130	>	MCO 130 PRO	MS 953(i) EVO	>	MSC 953(i) EVO		
MCO 130 S	>	MCO 130 S PRO	MS 21 Z	>	MSS 1102 PRO		
			MS 1202	>	MSC 1202 PRO		
			MS 1203	>	MSC 1203 PRO		



# **PRODUCT PORTFOLIO 2022**

MOBICAT	MOBIREX	MOBICONE	MOBISCREEN	MOBIBELT
EVO	EVO	EVO	EVO	
MC 100(i) EVO MC 110(i) EVO2	MR 110(i) EVO2 MR 130(i) EVO2	MCO 90(i) EVO2	MSC 702(i) EVO MSC 703(i) EVO MSC 952(i) EVO MSC 953(i) EVO MSS 352 EVO MSS 502 EVO MSS 802(i) EVO	MBW 15 MBT 20 MBT 24
PRO	PRO	PRO	PRO	
MC 120(i) PRO MC 125 PRO MC 140 PRO	MR 122(i) PRO MR 170 PRO	MCO 110(i) PRO MCO 110 S PRO MCO 130 PRO MCO 130 S PRO	MSC 1202 PRO MSC 1203 PRO MSS 1102 PRO	