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## Max-Pak and Imabe Iberica Form U.S. Distribution Partnership

RAINSVILLE, AL – Waste Processing Equipment, Inc., manufacturers of the Max-Pak line of balers, has announced a partnership with Spanish manufacturer Imabe Iberica to be the exclusive U.S. representative for the Imabe product line, including their high-speed automatic balers, through the Max-Pak dealer network.

Imabe Iberica, headquartered in Madrid, is known for its innovative recycling solutions and broad product line. It is one of the largest material processing manufacturers in the world, with representatives in some 20 countries. Until now, the company's primary focus has been in Western and Eastern Europe, as well as Latin America.

The Imabe product line that will be introduced to American recyclers includes high-speed balers capable of processing 50 tons of material per hour.

The company's full product line includes baling presses, can balers, mobile car balers, shears, guillotines, shear balers, cable strippers, and trommels, along with design and installation of material recovery facilities. In 1997 the company installed its first overseas municipal solid waste processing system in Russia, and four years ago introduced its first high capacity plant for baling municipal solid waste in Spain. Last year Imabe Iberica installed its largest recycling facility and sorting plant in Kazakhstan, with 3 sorting lines and high speed baling presses capable of processing over 600,000 metric tons per year.

Waste Processing Equipment, located in Rainsville, Alabama, manufactures a complete line of vertical and horizontal balers with some 70 different models, as well as compactors and conveyors. The company is known for the durability of its product line, and its ability to custom design balers specific to a customer's needs. The largest Max-Pak baler, its Two-Ram model, is capable of processing about 15 tons per hour.

According to Waste Processing Equipment president Mike Ferry, “The Imabe partnership will allow us to offer true high-speed and high-capacity systems for our customers who need exceptional volume beyond what is currently available on the market. The synergies between our two companies make this an ideal partnership, and gives Imabe the strong presence in the American market they have wanted.”

The two companies share some common background, with both being family-owned businesses started in the mid 1970s.



Waste Processing Equipment began as a recycling facility. Founded by Bill Traylor, the company began making its own balers when they could not find balers in the marketplace that offered the performance and features they felt were needed.

Brothers Agustín and Juan José Benítez, starting with 8 employees and a workshop of around 11,000 square feet, founded Imabe Iberica in 1975. Today the company has over 100 employees, and annual sales over \$27million.

Both companies are still privately owned.

Like Waste Processing Equipment, the success of Imabe Iberica is closely tied to its family-owned heritage, according to Imabe’s international sales manager, Manuel San Sebastián. “In Europe as well as America, family businesses are examples of hard work and success,” he said. “By developing close relationships with clients and distributors, a family business grows as its clients grow. This win-win relationship with our clients has enriched the knowledge and experience of Imabe. That knowledge has resulted in continuous improvements to our product line, to enhance the benefits to our customers and help them continue to develop.

“Because of our customers, we manufacture the best quality machinery in Europe, and this is what we want to offer to new customers in America,” he added.

San Sebastián sees the partnership as a natural fit for both companies, with the ability to now offer a full range of recycling equipment in the marketplace. “When you are limited to what you can provide your client, you are in fact limiting his development. In Max-Pak Imabe we offer the precisely the opposite – continuous development by offering a full range of machinery for material handling and recycling... This is not just the union of two companies, but a difference in the baler market that did not exist before.”