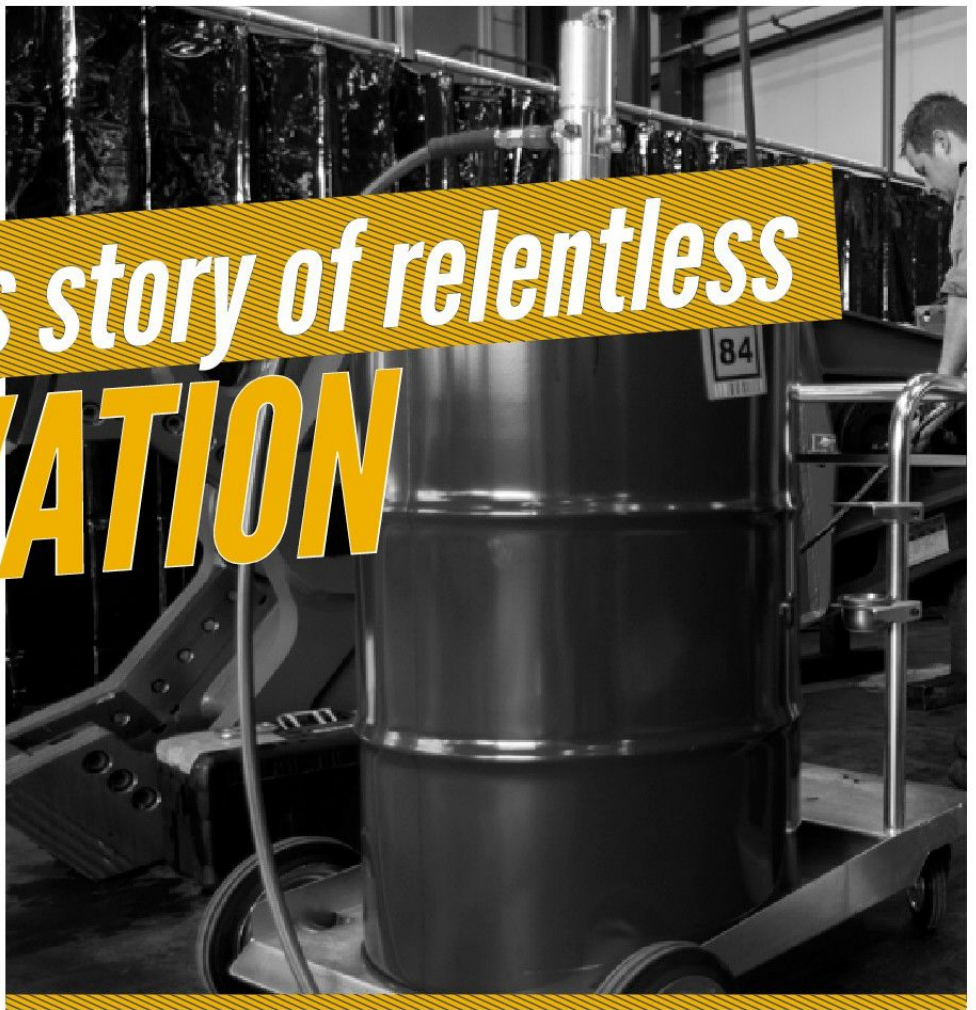


# Demarec's story of relentless **INNOVATION**

**Netherlands-based Demarec is one of the world's trendsetters in demolition and recycling attachments. Continuous innovation was the goal its founders Marcel Vening and Ruud de Gier set for themselves from the start and they keep relentlessly pursuing it to this day. Andrei Bushmarin reports.**



Popular opinion has it that a typical Dutch is well educated, free-thinking, enterprising and ambitious. They have a highly developed sense of self-worth and usually it is justified. If this be true, Demarec's principals are the definition of "Dutchness".

### Getting out of Caterpillar tracks

The founders of Demarec met in the 1980s while working at Verachtert, once a pioneering manufacturer of excavator attachments and quick couplers based in Den Bosch. Together they made a perfect team: one was an engineering wizard while the other a sales and marketing guru with vision and drive. With a combination of skills like that their joint venture was bound to be a success.

Venturing out on their own was a push of fate, which, in their case, took a form of takeover of Verachtert by Caterpillar in 1998. Verachtert was a medium-sized family-owned company whereas Caterpillar was an industry behemoth with its own rules and regulations. This was not a future that Marcel and Ruud envisioned for themselves, so they left to start one of the most creative companies in demolition business.

### Grabbing the market

Demarec, the amalgam of demolition and recycling, was formed on 1 January 2001. For any new company first steps are usually the hardest, and Demarec was no exception. Vening remembers those early days as a day-to-day struggle to carve out a niche in a very saturated market. They rented a facility and got down to work. Demarec's



Demarec's new office and production facilities in Cuijk.

first product was demolition and sorting grabs DRG-28-DN for mid-range carriers, and the first company to acquire one was a recycling specialist Van Vliet Contrans based in Wateringen. The grabs boasted the now familiar Demarec features such as the delta box frame, a single large diameter cylinder for closing and opening operation and a perforated shell plate. Customer feedback was encouraging, and Demarec pressed on.

### Take-off time

Once the market got a taste of Demarec's products, progress gathered pace for the Dutch manufacturer. In 2003, Demarec added a series of static and rotating pulverisers for secondary demolition tasks. But the real break-through came one year later when Demarec



Scrap shears are an ever-growing business for Demarec.

exhibited at Bauma for the first time. The highlight was the multi-quick processor line, featuring the newly developed demapower system and demalink system, allowing the changing of jaws in a few minutes.

The MQP was designed as a multitask tool suitable for demolition and pulverizing of reinforced concrete, as well as cutting steel and scrap metal. Equipped with two rotation motors with shock valves for extra power, the processors featured interchangeable jaws and Demarec's demapower system. With four pressure chambers, the demapower cylinder offered 20% more power than a conventional unit. The system was built around a double acting speed valve, which served to increase power of the attachment and to speed up cycle times. The jaws could be opened and closed within five seconds. The





**Marcel Vening – Demarec's Managing Director with the success award as the best company in the Dutch demolition industry in 2015.**



ever since. Within the space of a few years, its range of scrap shears grew to twelve models, with a new prototype expected to be unveiled at Bauma. Demarec also launched a new type of jaw for its bestselling multi-quick processors. With this new jaw, a smaller MQP 30 is equal in crushing force to a bigger MQP45 with a regular jaw.

Demarec has never been famous for low prices, but its attachments do have a reputation for high quality and performance. This reputation owes much to the technical wizardry of Ruud de Gier. "This reputation owes much to technical wizardry of Ruud de Gier who (as Marcel Vening speaks of him only half-jokingly) "must be one of the three best engineers in the demolition industry, but I don't know the other two".

#### **New home**

Over the years Demarec has controlled its growth to stay at a manageable level. With a staff of 25, it manufactures a spectrum of demolition and recycling attachments, except hydraulic breakers. Staying away from breakers and focusing instead on silent demolition tools was a conscious decision. For one, noise regulations are pretty strict in Holland, but even more important is that manufacturing hydraulic breakers is a less technology-intensive process.

Currently Demarec sells in over 40 countries worldwide through Kinshofer's dealer network. Last year was particularly productive and eventful for the company. After 25 years in business, its accomplishments were recognized with a success award, as the best company in the Dutch demolition industry. In late December the company moved out of its old premises in Sint Anthonis into a new 15,000m<sup>2</sup> complex in neighbouring Cuijk with office and production facilities under one roof.

[www.demarec.com](http://www.demarec.com)



processors caused quite a sensation among demolition professionals, putting Demarec on the map as a world-class manufacturer.

#### **Kinshofer takes over**

Following its success at Bauma, Demarec began attracting the attention of big players. In 2006, Germany-based Kinshofer Group approached Demarec with a takeover offer. After much deliberation Demarec chose to accept it. For a company, which was independent from day one, it was a difficult decision, but practical considerations eventually prevailed. Kinshofer was an established brand with a worldwide presence and that was what Demarec needed at the time. The takeover turned out to be a win-win for both parties: Kinshofer strengthened its positions



in demolition and recycling, while Demarec gained access to its German partner's global sales network.

#### **Ruud must be one of the three best engineers in demolition, but I don't know the other two**

By the end of the noughties Demarec finalised its range of multi-quick processors and launched two new series of demolition shears and pulverisers under the name Dedicated Demolition Line. The DL series came with a standard cylinder while the DR series featured the already proven demapower system.

The company then shifted its focus to scrap recycling. The first scrap shear was introduced in 2010, with scrap recycling remaining an ever-growing business for Demarec