

Dressta's new focus on user-optimised construction equipment

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Throughout 2015, Dressta will look to demonstrate its unique commitment to providing bespoke heavy equipment for customers' specific needs.

A refined manufacturing process allows customers to request machine customisation according to their preferences. Machines are then tailored to the conditions in which they operate, with precise device configuration and an ease of maintenance that ensure optimal performance and service life.

Dressta Vice President of Global Sales, Howard Dale, outlined Dressta's dedication to providing genuine customer satisfaction: "We want to show customers that they can rely on Dressta to provide products that help them achieve great success in the most challenging environments. We enable end users to perform at maximum productivity thanks to our appreciation of exact application requirements. It's about understanding what is needed and actioning it, whether its landfill application in extreme heat, or mining operations in subzero temperatures. High-performance, durable machines with a range of customisable options."

The historic Dressta brand has modernised quickly thanks to its 'Dressta Force of the Future' campaign: a substantial investment in R&D and the continual development of a customer-centric approach to manufacturing. This ultimately results in an enhanced overall user experience – both throughout the specification and sales processes, to when the machines arrive on site and are put to use.

Unlike many manufacturers of construction machinery, Dressta actively seeks to equip its machines with features that improve performance and functionality for end users. This is achieved through its Special Features Requests (SFRs) – an initiative that encourages customers to speak with Dressta, outline their needs, receive advice from application experts, and have the necessary upgrades implemented in the manufacturing.

By avoiding the 'standard model suits all' approach often found in the industry, Dressta customers will see genuine benefits when they put their machine to work. Because Dressta engineers have vast experience across numerous applications – be it extreme duty mining, landfill, forestry, extreme weather application, road and highway construction or hot slag handling – they are best positioned to advise customers on the most suitable specifications, additional attachments and bespoke features that would improve end-user efficiency.

Crawler dozers, pipelayers, wheel loaders – whatever the machine and whatever its purpose, Dressta is a partner that understands the challenges and can be trusted to deliver the solutions to overcome them. Powerful, reliable, versatile machines that are engineered to tackle the harshest environments.

To help drive its new focus, Dressta will be showcasing customised models of its construction equipment at INTERMAT 2015 in Paris from April 18th – 25th on stand 6 J 064.

Source: Dressta