

AGGREGATES ARE THE NEW GOLD

DOMINATE YOUR MARKET WITH
THE FASTEST GROWING COMPACT CRUSHER
BRAND IN NORTH AMERICA

RUBBLE MASTER SUCCESS CONCEPT



Dear partner,

Innovation, technological progress, creativity, and digitization are the means on our way to a world of work in which every person can develop their full potential. Exchanging knowledge and promoting a corporate culture of appreciation, fairness and team strength make us a sought-after business partner and employer.

We use new technologies to make work easier, more environmentally friendly, and more efficient. The highest quality and service competence are values that RUBBLE MASTER has always stood for and will continue to stand for in the future. We are innovative by tradition. Whatever we do, whatever technical possibilities we use to optimize processes: After all, it's always about people. This is the path we struck out on in 1991 and will continue to follow. RUBBLE MASTER sells not only mobile crushers and screeners, but complete solutions. Rental or purchase, new or used, spare parts, service, or a complete system concept: the most important thing is to understand the requirements of the customer. And to do that, we listen very carefully.

Gerald Hanisch
Founder & Owner

HELP CLIENTS MAKE MORE MONEY WITH THEIR MATERIALS

It's a fact – whenever you need to build something new you need materials and in some cases, you need to demolish something else first. Without economic material processes, your clients leave money on the job. RUBBLE MASTER offers mobile (track-mounted) crushers, screens, and conveyors that are more efficient, safe, and easy to use than other machines on the market.



ON-SITE RECYCLING

Recycled materials are much cheaper than virgin materials. Without recycling, contractors face tipping fees, trucking hassles, and high cost-pressure.



CUSTOM CRUSHING & SCREENING

An added value stream to increase the utilization of the equipment or a stand-alone business model.



MATERIAL PRODUCTION

Low operating costs and ease-of-operation are compelling arguments for aggregate and topsoil producers.



THE OPPORTUNITIES ARE **ENDLESS.** ALL CUSTOMERS DEAL WITH MATERIALS.

LARGE PRODUCT RANGE TO MEET THE DEMANDS OF SMALL CONTRACTORS AND LARGE AGGREGATE PRODUCERS

RUBBLE MASTER was started in 1991 with the idea of creating a Compact Crusher that helps contractors to recycle their materials on-site profitably. Without compact dimensions contractors would struggle with the overall footprint, trucking hassles, and noise. RUBBLE MASTER Compact Crushers make it easy to crush along busy highways, in confined contractor yards, or on urban construction sites.

UNBEATABLE FOR NEW-TO CRUSHING CONTRACTORS

Recycling is not only for large corporations. RUBBLE MASTER has proven time & time again that small contractors can implement an on-site recycling and custom crushing business model to turn their materials into money and grow their business faster.

CUSTOMERS VALUE OUR PERFORMANCE, EASE OF USE, AND SAFETY

More material produced = more profits. RUBBLE MASTER focuses on efficiencies on the job through unrivaled ease of use. Without an easy to operate machine, you can't use the machine to its full potential, frustrate your operator, and face costly downtimes.



“DISPOSAL COSTS WON'T GO AWAY UNLESS YOU START CRUSHING”

“I started crushing because I believed there is a future in that to get rid of the product. It is getting more costly to dispose of it. It is getting more expensive to truck it over the road with DOT and what not.”

**Mike Reilly, F.P. Reilly & Sons Inc.
Massachusetts**

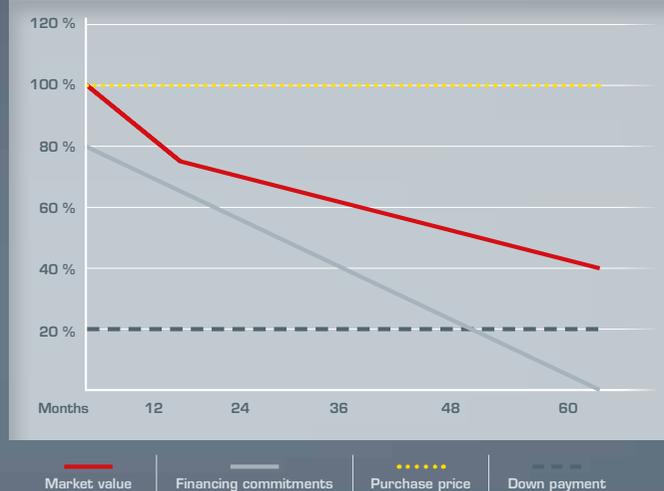


ONCE YOU GET GOING, CROSS AND UPSELLING OPPORTUNITIES START SNOWBALLING.



HIGH VALUE RETENTION = MORE MONEY AND EASIER FINANCING

Crushing equipment is typically financed over 5 years or longer with many customers upgrading to a bigger model within a few years. A customer might purchase a crusher for concrete crushing initially and adds a scalping screen for topsoil screening and a stacking conveyor down the road as his material business grows. When a big job comes around he might rent or purchase a mobile jaw crusher to step up his production a notch.



COMPLEMENTARY EQUIPMENT SALES

A material processing operation needs more than just a crusher or screening plant. It requires support equipment such as hammers or concrete pulverizers, stacking conveyors, and much more.

“ COSTS COVERED QUICKLY ”

“In 2005 we bought our first RM crusher to launch our new line of business. In nearly 20 years with RUBBLE MASTER, one thing hasn’t changed - we have a family that seriously cares about us being successful in our business. That relationship still remains today and I believe it always will.”



**Ron Garofalo, D.A.G. On-Site Crushing
New Jersey**

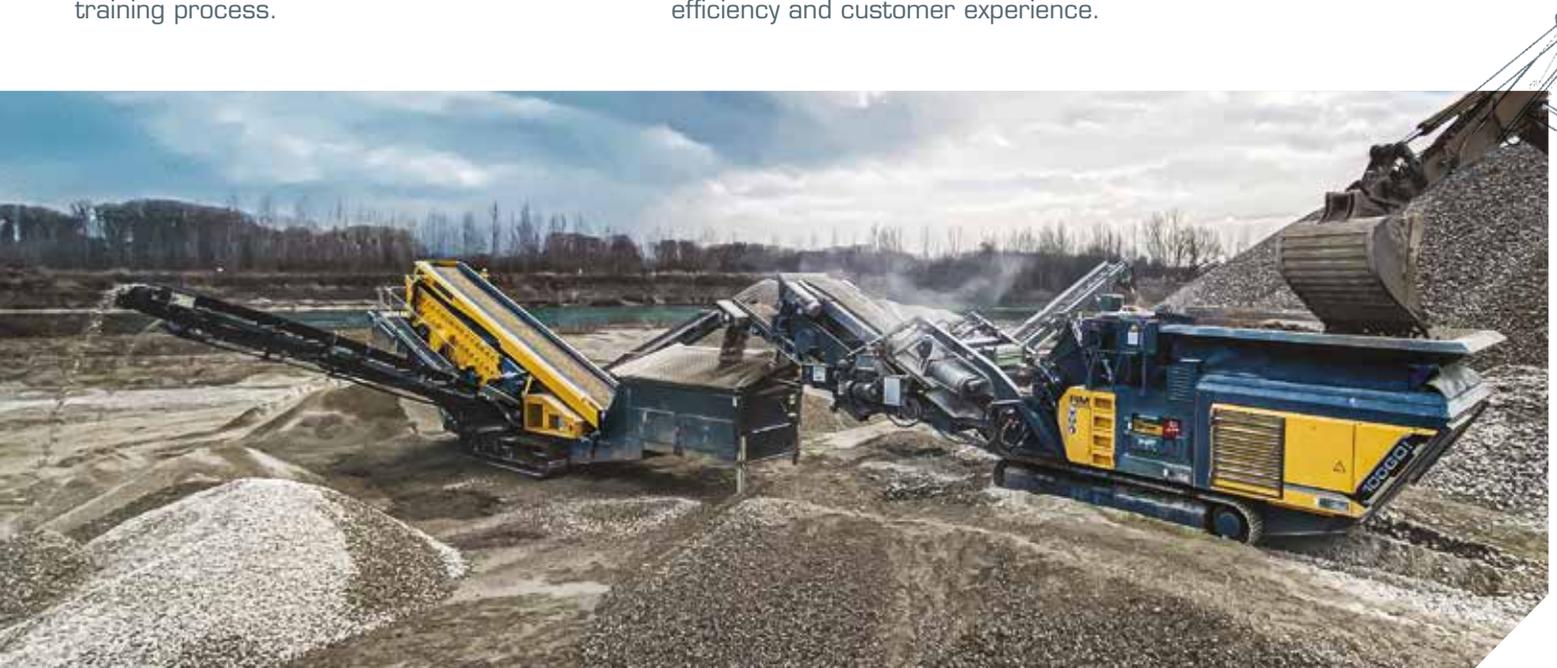
INCREASE YOUR CASH-FLOW.

EASY TO USE EQUIPMENT = LESS RENTAL HASSLE

At RUBBLE MASTER we built our machines according to the NEXT Philosophy which makes material processing highly effective, easy, and safe so that novice operators can handle the machine without a lengthy training process.

RM XSMART TELEMETRY PUTS YOU IN THE DRIVER'S SEAT OF YOUR RENTAL FLEET

Our telemetry and fleet management system allows you to monitor machines remotely, find them via GPS, and troubleshoot issues professionally and fast. Without knowing the condition of your rental machine, you are wasting time gathering the facts, dealing with hearsay, and incurring unpaid service time. RM XSMART helps you to dispatch and plan more efficiently so that you maximize service efficiency and customer experience.



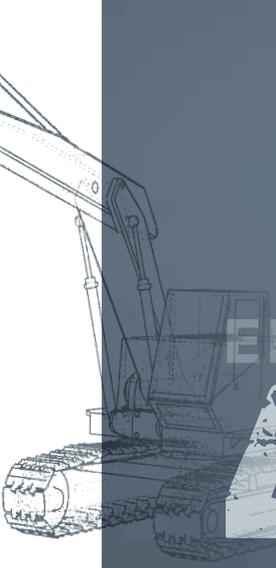
“PUNCHES ABOVE
ITS WEIGHT CLASS”

“We have tried bigger machines than ours with the same output as our RUBBLE MASTER.”



Calvin Schouten & Wiebren deBoer, Schouten Excavating
Ontario, Canada

THE FASTEST GROWING COMPACT CRUSHING BRAND IN NORTH AMERICA



EMPLOYEES

433

RM GROUP



23

YEARS IN
BUSINESS
IN NORTH AMERICA

EXPORT
95%
QUOTA

COUNTRIES
110+
REPRESENTED

WE HAVE THE **EQUIPMENT** TO PROCESS ALL KINDS OF ROCK, RECYCLE MATERIALS, TOPSOIL, AND ORGANICS

CONCRETE



Recycled base material

ASPHALT



Recycled asphalt pavement

ROCK



Aggregates for concrete and asphalt production

EXCAVATED SOIL



Screened topsoil

FEATURES

THAT CUSTOMERS LOVE ABOUT

RUBBLE MASTER

THE EASE OF USE IS THE ANSWER TO THE SKILLED LABOR SHORTAGE

It takes more to run crushing & screening equipment efficiently. Material processing knowledge is tribal, hard to find, and takes years to build up. If you don't have easy-to-use material processing equipment, you can't utilize it to its full potential and learn everything the hard way. We make crushing simple so that operators can turn their materials into money with less hassle.



SAVE UP TO 30% AND MORE IN FUEL TO MAXIMIZE PROFITS

At RUBBLE MASTER we look at crushing in its entirety. We understand that customers can't afford to be down or waste money on high operating costs. Customers can save up to 30% and more in fuel with our diesel-electric drive to maximize profits while minimizing downtime.

TELEMETRY PROVIDES MORE CLARITY TO MAKE BETTER DECISIONS

Access machine telemetry and track tonnages conveniently on your cell phone or computer. If you don't know the condition of your machine you waste time finding all the facts, delay decisions because of incomplete information, and face increased costs through blind spots. RM XSMART telemetry and fleet management help you to optimize your processes and make more money.



IMPRESSIVE OUTPUTS TO TACKLE LARGE JOBS WITH A COMPACT CRUSHER

Many crushers are too big, and others are too small. RUBBLE MASTER Compact Crushers deliver high performance without sacrificing mobility so that you can tackle a wider range of jobs with one machine and grow your business faster.

WE SET YOU UP FOR **SUCCESS**



FLOORPLAN FINANCING

We help you get the right equipment in time at an affordable rate.



24/7 SERVICE HOTLINE

Downtime is expensive and causes friction. Our hotline connects you to an expert at any given time in the day.



OUTSTANDING PARTS AVAILABILITY

Our warehouse is next to the FED-EX super-hub in Memphis, TN, so we can ship out by 3 pm CST. Digital parts books. Experienced parts staff.



ON-SITE TRAINING

We understand you can't afford to leave your business for training. We come to your site to get your sales and service staff trained. In addition, we rely on web-based education programs.



PULL-THROUGH MARKETING

Localized marketing department to create local awareness and generate leads. We attend all major trade shows and provide local marketing collateral.



SMOOTH PROCESSES = HAPPY CUSTOMERS

We understand that when you need support you need it now. That's why our team works hard to provide sales and service support in a timely fashion from our HQs in Ennis, TX, and our parts hub in Memphis, TN.

GREAT SUPPORT TO KEEP CUSTOMERS CRUSHING

"Customers love the RUBBLE MASTER product. If well taken care of, they keep coming back."

Jeff Wroniuk, Manager
Material Processing Division



CRUSHER & SCREENER SALES GROWTH PLAN

RUBBLE MASTER is represented by North America's top heavy equipment dealers plus trusted by more than 800 cutting-edge contractors and aggregate producers.

1 GET YOUR BUSINESS PLAN

- We help you **evaluate the market size, identify customers**, and provide you with an **onboarding plan**.

2 GET YOUR EQUIPMENT

- Set up your **floorplan**, get you the equipment you need, and get your **crew trained** so that you can turn a profit as quickly as possible.

3 GET IT DONE

- **Sell to existing customers, break into new markets**, and achieve a high parts turnover. Dominate your market with material processing equipment that leads the pack.

	Marketing	Sales	Product Support
Year 1	Define Market Awareness Campaign	Appoint Specialist 101 Sales Training	Establish Parts Inventory 101 Service Training
Year 2	Open House Awareness Campaign	Sales Blitz Competitive Sales Training	Refine Parts Inventory 102 Service Training
Year 3	Association Leadership Local Case Study	Target Strategic Accounts Advanced Sales Training	Refine Parts Inventory PSR Sales Blitz

“BECOME PART OF OUR TEAM”

“We are passionate about material processing and partner with you in dominating your market with material processing equipment.”



Paul Smith, Sales Manager
North America

Welcome! to our world



RUBBLE MASTER AMERICAS CORP.

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