

LOOKING FOR A
DEDICATED PARTNER
IN ROAD MARKING?



Borum - it's straightforward

The beautiful medieval town of Brasov in Romania, which lies in the fertile Transylvanian mountains, has many attractions and sights to offer. But Brasov is also a growth centre, with innovative companies who are not afraid of taking new paths.

And that is exactly what they are doing at one of Brasov's most important companies, Comprest, whose activities include road marking. They recently decided to expand their capacity to encompass road marking with thermoplastic, and have therefore invested in a new Borum 250 City model.

In this connection, Nicu Vasile of Comprest has just concluded a training visit to Borum, at which he gained a thorough familiarity with the machine's many functions. We asked him why Comprest had decided to invest in a machine from Borum. "The answer is simple," he replied. "When we wanted to invest in a thermoplastic machine, we asked our colleagues in the industry for advice. We said we were looking for a product known for operating reliability, maximum up-time and comfort. The prompt answer was that it could only be a Borum, and that settled the matter."



Nicu Vasile during training at Borum.

Borum's service team

Borum's staff enjoy an exciting workplace with many challenges, in which each day places great demands on the individuals who serve the many customers of different nationalities and cultural backgrounds who have invested in a Borum machine.

But a small group staff at Borum enjoys a special relationship with new and old owners of Borum road marking machines.

This is Borum's service team, who are always standing by to answer the technical questions that may arise when a client has invested in a Borum road marking machine. They are always available when the customer wishes a start-up of a new machine, and naturally also whenever repair or servicing is required.

But service and repair is not everything. User training is another very important function, in which Borum's service team instructs new operators in how to operate and maintain the machines and obtain maximum profit from them.

The better the user training, the greater the return for the company of investing in modern machinery which is continually being improved and enhanced with new functions.

"The user's manuals are good, but they are often quite comprehensive, and may be a bit of a mouthful to start

with for the individual faced with a new machine. So practical training, in which I base my instruction on dialogue with the operator, is a good idea," says Lars Mortensen, who has six years' experience as a service technician with Borum. "We often get to know the client quite well at a start-up visit, and that means we are better able to understand each other later on if there are any questions about the functions of the machine."

Lars has just returned home from starting-up and servicing machines in Iran and Australia, while his colleague, Rene, is back home after service visits to France, the Netherlands and Romania, amongst other places.

Besides Lars and Rene, who are based at Borum in Denmark, Borum also has service teams in markets where the number of Borum machines demands a local service organisation, such as in Spain and Russia.



Lars Mortensen and Rene Toftdal are trained to instruct operators in the operation and maintenance of Borum's road marking machinery. Here we see them together with the Service Manager, Anders Byriel.

Trade Fairs

Summer/autumn 2008

So far, Borum will be attending the following fairs in the summer/autumn of 2008

ROAD SAFETY IN THE 21ST CENTURY

13-14 August 2008
Coffs Harbour, NSW,
Australia

VIET TRAFFIC

15-17 October 2008
Hanoi, Vietnam

Optimising delivery times

Profitability is always in focus for Borum. For our customers, this means that a Borum machine, besides creating perfect road markings, will also guarantee a financial return for its owner, thanks to its powerful performance and maximum up-time - and the fact that it works when the owner needs to use it.

But delivery time is also a decisive factor when you are investing in road marking machinery. Unfortunately, here in the high season, we have occasionally seen delivery times of more than twelve weeks. But with the help of strong management of our subcontractors and optimisation of logistics at Borum Headquarters, Borum has now minimised the through time in production. This means that for most of the year, Borum sets itself the goal of delivering those orders which are not on warehouse, i.e. which are specially

produced to match the customer's needs, within approximately six working weeks. If the machine is on warehouse, the delivery time is less than a week, including the time required for an extra quality test.

This optimises cost prices while improving Borum's service to its customers, who sometimes need a machine delivered very rapidly due to a large influx of orders.

We have worked towards achieving this goal over the past couple of years, and now that we have achieved it, Borum's organisation is looking forward to providing our customers with even better service.

