

LOOKING FOR A  
DEDICATED PARTNER  
IN ROAD MARKING?



## Borum expands its global partner network in South America

Borum is once again expanding its global network of highly skilled partners, this time in Argentina, where Borum's new partner, COVEMA S.A.C.I.F., is looking forward to distributing Borum's complete programme of road marking machines and preheaters. COVEMA is based in Buenos Aires, and has been distributing industry-related products for the past 43 years.

Borum's new partner will ensure efficient service throughout Argentina, as the company possesses a sales and service network which is divided into seven different localities right across the country.

You can find contact information at Borum's website:  
[www.borum.as](http://www.borum.as)



*Borum's agent in Argentina, Mr Alejandro Gianakis, president, and Mr Christian Gianakis, manager for special projects*

## Al Owaidah in Saudi Arabia chooses Borum

In Saudi Arabia, the Al Owaidah company is expanding its activities with a new contractor division. They have chosen to invest in Borum equipment to secure future earnings and continued growth for the division.

It was not just the high quality of Borum machinery that persuaded the company to invest in Borum equipment. Mr Shahriar Gohari, managing director of Technobuild, Borum's partner in the Middle East, also wishes to establish a new Borum Service Centre to service Technobuild's sales areas, in which Saudi Arabia plays an important role. This initiative is part of the Borum strategy, which aims at boosting earn-



Mr. Shahriar Gohari.

*"The managing director of Al Owaidah, Mr Rasheed Al Owaidah, made a wise choice by selecting Borum equipment to act as a growth locomotive for its new activities," says Mr. Shahriar Gohari, managing director of Technobuild, Borum's partner in the Middle East. "I am looking forward to following developments in this very positive area of our market."*

ings for owners of Borum machines. Access to local servicing and spare parts will increase the up-time of Borum machines, and thereby enhance their cost-effectiveness.



Following a brief training period with the Borum service team, Al Owaidah has now concluded an impressive road marking project in Jizan, close to the Saudi Arabia-Yemen border.

## Check out Borum's new website: [www.borum.as](http://www.borum.as)

Borum's website has been given a new, more user-friendly design. The website contains a great deal of

useful information on the Borum machines that you have or are planning to invest in.

## Trade Fairs

### Spring / Summer 2009

So far, Borum will be attending the following fairs in the spring/summer of 2009

#### **AUTOSTRADA - POLSKA**

12 - 15 May 2009

Kielce, Poland

[www.targikielce.pl](http://www.targikielce.pl)

#### **INTERTRAFFIC ISTANBUL**

27 - 29 May 2009

Istanbul, Turkey

[www.istanbul.intertraffic.com](http://www.istanbul.intertraffic.com)

## Subscribe to the Borum e-newsletter

Borum has launched a new electronic newsletter which is sent out to Borum's customers once a month. It contains a wealth of information on new technology, as well as good offers and tips & tricks for your Borum machine.

Subscribe to the newsletter today. You can do this directly on the front page of the Borum website [www.borum.as](http://www.borum.as).



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