

PRESS INFORMATION

FEBRUARY 2024

**CIFA TO CELEBRATE MAGNUM MIXER-PUMP'S 50TH
ANNIVERSARY AT GIC 2024**

Customers and friends of leading concrete handling equipment manufacturer CIFA are warmly invited to stand PAD.1 B35 at the GIC 2024 exhibition in Italy this April to celebrate 50 years of groundbreaking innovation represented by the Magnum mixer-pump.



CIFA's first mixer-pump the 301B from 1974 was initially equipped with a 4 m³ drum and 17 m two-section rear-mounted distributor boom.

[CIFA](#) is set to commemorate the 50th anniversary of its game-changing Magnum mixer-pump during [GIC 2024](#), the largest dedicated concrete exhibition taking place in Europe this year. Scheduled 18-20th April at Piacenza Expo in Italy, the event will serve as a platform to unite customers, suppliers, and business partners at the CIFA stand PAD.1 B35 for festivities recognising the Magnum's lasting industry impact as well as CIFA's continuous innovation in the [mixer-pump](#) category.

CIFA invented the mixer-pump in 1974 to address the challenges posed by confined jobsites, especially in urban locations. This ingenious idea eliminated the need for separate mixers and pumps, saving space, time,

and resources. Under the name “Magnum”, these versatile machines quickly became indispensable across all project sizes, particularly for businesses seeking a single investment for both concrete transport and on-site distribution.

Driven by continuous innovation, CIFA has relentlessly improved the Magnum over the decades, enhancing its stability, speed, reach, and weight – and in 2019 the company introduced the first fully electric mixer-pump, setting a new standard for low-carbon construction practices.

Reflecting on the Magnum concrete mixer pump’s significance, Davide Cipolla, CEO of CIFA, said: “This machine, born from Italian ingenuity, has marked an important chapter in CIFA's history, becoming a symbol of innovation and flexibility in the industry. The Magnum's story is a journey into innovation. From the introduction of the front-mounted boom to the latest versions with carbon fibre booms and the electric model, the Magnum has consistently evolved to keep pace with the needs of our clients on the construction site. Tomorrow, we will continue to push the boundaries of innovation for an increasingly sustainable construction site. Thanks to all who have contributed to making this extraordinary success story possible, to both the CIFA of yesterday and today.”

Join CIFA at PAD.1 B35 during GIC 2024 to raise a toast to the Magnum and discover more about the future of concrete handling.



CIFA's first electric-mixer pump, the MK28E from the Energya line.

Ends.

ABOUT CIFA

CIFA is a manufacturer of concrete machinery and equipment, a leader in the Italian market and a major player globally. Part of China's Zoomlion Industrial Group since 2008, CIFA is a highly international company with sales and support networks on all continents and able to offer customers not only a range of reliable, quality products, but also financial support through Zoomlion Capital Financial Services.

www.cifa.com

ABOUT GIC

Established in 2016, GIC has grown from an Italian event to become the biggest European exhibition and conference specifically dedicated to the concrete industry, technologies, plants, equipment, and materials for the concrete masonry, the refurbishment and the demolition of concrete structures, the precast industries, the concrete paving and screeds, the recycling and transport of aggregates. GIC is organised by Mediapoint & Exhibitions, an Italian media house providing trade publications, websites, exhibitions, and conferences across 30 sectors since 1993.

gic-expo.it

CONTACT

Lucia Salomoni
Communication & Digital Marketing Coordinator
CIFA SpA
lucia.salomoni@cifa.com

Roberto Ambra
Mediapoint & Exhibitions
info@gic-expo.it