

## Meiren Engineering wins German Business Award in Estonia “Snowy winter? Great weather, we say”

The jury of this year's German Business Award in Estonia chose the innovative snow plough producer Meiren Engineering OÜ, headquartered in Tallinn, as the winner. The company's high-technology integrated solutions are suitable for various challenges of winter road services and are already bestsellers in the Scandinavian countries. Now they are ready to conquer the German market.

It is mid-June 2014 and it is snowing in Estonia. “How ironic”, thinks Andrus Malva, sales and marketing director of Meiren Engineering OÜ. “Last winter was unusually mild all over Europe, and didn't do any favours to our business. To convince new customers they need to test our products under real conditions. The innovative features can't be demonstrated only on a paper”. The Estonian company Meiren Engineering OÜ produces snow ploughs that are marketed under its brand name Meiren Snow. And not just any kind of snow ploughs but the Next Generation high-tech snow plough systems for roads, highways and other large areas.

Innovation is a top priority for the company. “This distinguishes us clearly from our domestic and foreign competitors. Our snow ploughs are technologically at the cutting edge and offer a lot of interesting and useful new features.” Ever since the company's foundation in 2003 a very close communication with potential customers has been maintained in the process of developing the products. Amongst them are road maintenance services, municipal authorities but also private companies in need of winter services, as well as airports – including e.g. the highest European airport, Engadin, near St. Moritz in Switzerland.

Amongst many other patented developments the highway and road snow plough system Next Generation MSPN 4604 demonstrates especially the innovative strength of the company. This system combines mechanical and digital technologies and is characterised by several innovative elements. A so-called parallelogram allows the driver to lower, rotate and shift the plough sideways at the same time. This simplifies manoeuvring around objects on the area which has to be ploughed. Furthermore the radius with which an obstacle must be bypassed and thus remains unploughed or should be cleaned manually is reduced. “And it can avoid unnecessary repair costs because the risk of ramming an obstacle is reduced. A spin with a snow plough à la Meiren on a roundabout can impressively prove the manoeuvrability”, Andrus Malva points out. For wider areas the working width of the plough can be significantly expanded up to 7.5 m by using side ploughs. Thus two lanes of a highway can be ploughed at once. The time saved is enormous. Due to the light weight of the entire construction and the angle of the cutting edges fuel can be saved and noise can be reduced. Just everything has been thought-out!

“But nowadays customers don't become convinced simply and only by technical parameters. They actually want a machine that thinks for itself in order to always achieve the cleanest ploughing result with efficient use of all resources. But snow conditions aren't always the same”, says Malva. Depending on whether it is solid snow or slush or whether you are on a flat smooth road or e.g. cobblestone, different settings are required.” Therefore the MSPN 4604 has been equipped with a data collecting system developed by Meiren and DMi Data Mining Innovators which through sensors accurately measures these factors. The customer can based on the collected data efficiently regulate salt and grit amounts and get the most out of it in combination of the front blade and the additional blade behind it with quite different material properties.

In recent years Meiren has already received several awards for these innovations. On Europe's largest innovation show for municipal professionals Demopark 2013 in Eisenach the company was awarded with the silver medal for the innovative features of the Next Generation MSPN 4604 snow plough and received on this year's German Business Award in Estonia also the votes of the jury. “The focus on Germany is not a coincidence – for two years we have been trying to achieve a breakthrough on the German market. The German Business Award of the AHK helps us. We plan to use our prize money for the participation in the winter road maintenance sector meeting Branchentreff Winterdienst 2014 in Karlsruhe from 2 to 3 July to get the attention of more customers. We have also participated in this year's Export Bulldozer project conducted by the Estonian business development agency EAS and AHK. Thanks to the support from the AHK we could attend many promising meetings with potential German resellers during our participation in the world's leading trade fair for environmental technology I/FAT in Munich.”

In the Scandinavian countries the Estonian manufacturer is already one of the market leaders as the Meiren snow ploughs have proven to be highly resource efficient and reliable especially under difficult winter weather conditions. “The infrastructure for the maintenance of our products in Germany is already developed. We have equipped a few potential customers with our snow ploughs so that they can test them. If convinced the German customers are very loyal. Now it is only about crossing our fingers in hope for the next snowy winter.” kl



Voller Innovationen: der Schneepflug Next Generation MSPN 4604

Full of innovations: the Next Generation MSPN 4604 snow plough

Die Jury des Preises der Deutschen Wirtschaft nahm Meiren genau unter die Lupe:  
The jury of the German Business Award was scrutinising Meiren closely:



Die technischen Entwicklungen genauso wie ...

The technical developments as well as ...



... das Know-how der dahinter steckenden Köpfe.

... the know-how of the people behind it.