

Unveiling a masterpiece.

Carving Out the Future of Crushing.
Coming soon from Metso Minerals—
a new vision of advanced crushing technology.

Being the industry leader means you don't just copy someone else's idea. You lead with imagination and innovation. At Metso Minerals, we are carving out the future with a new crusher design that will be revealed in the coming months. Our entire focus is aimed at increasing the productivity and reliability of your business.

Keep watching in the coming months as our vision takes shape.

Even with all of our advances in crushing technology some things will never change, like our commitment to provide you with the highest quality and lifetime product support. Call us today at 800-558-6818, or visit us at www.metsominerals.com, and let us show you the future of crushing technology.

Metso Minerals Industries, Inc.
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Turning Our Vision Into Reality.
Metso Minerals brings the art of technology to crushing.

Metso Minerals' new HP4 Cone Crusher is a groundbreaking advancement in crushing technology and performance. It's the result of a multi-year commitment to innovation. The new HP4 Cone Crusher will be available this fall.

Building tomorrow's plants and the world's most important resources, the HP4 will be ready to meet productivity for your business.

See Metso's full range of crushing and screening technologies available for your complete solution.

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Presenting Our Latest Masterpiece.
Metso Minerals' new HP4 Cone Crusher—creating a higher standard in crushing performance.

Metso Minerals is proud to introduce the new HP4—a groundbreaking advancement in crushing technology and performance. It's the result of a multi-year commitment to innovation. The new HP4 Cone Crusher will be available this fall.

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Company | Metso Minerals

Challenge

Metso Minerals needed to create interest and awareness for the upcoming launch of their new crusher, but product wasn't yet available in the United States.

Solution

LePoidevin Marketing recommended a series of three print advertisements in trade publications. To help differentiate the new crusher from others on the market, our concept positioned the product as a work of art. The first ad served as a "teaser" and featured a sculptor in front of a large rock as he contemplated his next masterpiece. The second ad began to show the new product as it was literally "chiseled to life." The final ad revealed the finished crusher.

Results

The advertisements scored exceptionally well in Readex studies, placing second overall across all product categories, and first in its respective category. It was also re-created for the European market as the international headquarters felt the concept and series served as an effective launch for their new product line.



Advancing your position.
LePoidevinMarketing.com | 262-754-9550