

Masa GmbH, 56626 Andernach, Germany

## “Renovar o fracasar” – renew or fail

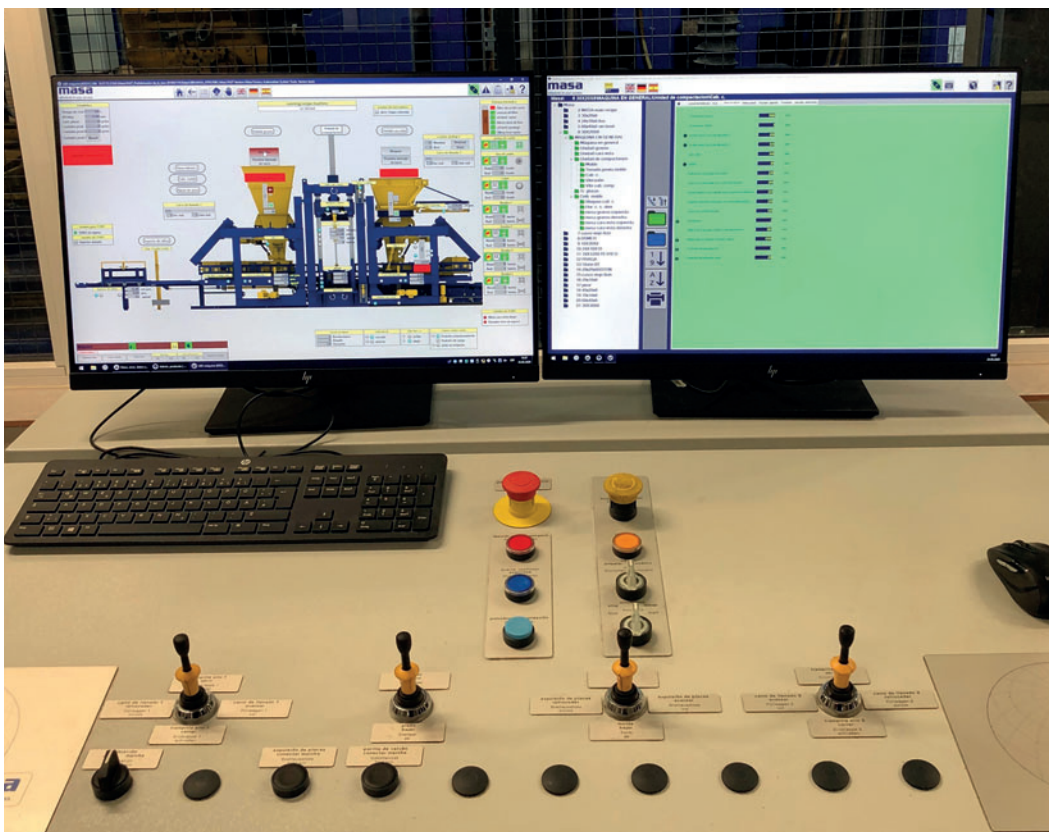
**The Spanish idiom sounds harsh at first glance, but really hits the mark in reflecting the thoughts of Alfredo Cebrian, who opted for an extensive modernisation project at the family-run De La Jara concrete block making plant. A courageous step because although the Spanish economy has been gradually recovering since 2014, end users are still acting with caution. The ongoing domestic political crisis increases uncertainties, resulting in investments often being delayed. De La Jara invested nevertheless and the result is quite impressive.**

Prefabricados De La Jara S.L. is a family business that is completely dedicated to the production of elements and materials for the building materials sector. The founding father, Alfredo Cebrian Sr., originally focused on the successful production of roof tiles. In the 1970s, however, a trendy building material largely replaced roof tiles: asbestos-containing fiber cement tiles became commonplace to cover the roof. Alfredo Cebrian Sr. quickly switched his focus to the production of concrete products.

More than 25 years ago, the complete specialisation in the production of paving stones took place. The company is now managed by the third generation and the entire family is in-

involved in the business. The companies range of services is extended to aiding in product selection, best practices for installing pavers in a “Do It Yourself” project, and even having their own internal team to install product. In this competitive market you need to be an expert in service and supplying technical advice to give the end customer a well-rounded experience.

De La Jara follows strict quality control processes from the selection of raw materials to the final product being packaged. In order to be able to continue to meet their own requirements and those of its customers, it was clear that the previous processes needed to be adapted. Instead of producing with a multi-layer machine as before, De La Jara preferred to change to a fully automatic block-making machine, which manufactures directly on production pallets. The objective was clearly defined: The new machine should deliver high-quality paving stones that could cover a wide spectrum of different possible designs, colours, and texture combinations. Products such as decorative elements for surfaces and sidewalks needed to be characterised by their durability, robustness, and frost-resistance while standing out from the mass market with their design.



*Intuitive operator guidance and clear visualization.*

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## Our solutions for your success



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Masa covers the complete range of machinery and ancillary equipment for the building materials industry: Batching and Mixing, Concrete Blocks/Pavers, Kerbstones, Concrete Slabs, Sand Lime Bricks and Autoclaved Aerated Concrete (AAC) Products.

All technical solutions are individually planned, designed, adapted and realised for each customer, resulting in one supplier and one individual contact person.

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*Masa block making machine L 9.1 for the production of concrete blocks with or without face mix layer*

Alfredo Cebrian knows his business and what is required to make it flourish. Looking at other successful Spanish and European manufacturers as references, only one premium machine manufacturer was ultimately considered for the new block making machine. Masa machines are world renowned for their high quality and proven technology coming from Germany and were able to convince the company owner of the benefits from partnering with one another on this project.

The existing dosing and mixing plant remained in-place and a local supplier, "Toro Machinery", was selected to deliver secondary components that were also in need of replacement (ring components such as elevator, lowerator or transport conveyors). However, for the production machine, which is the heart of the plant, De La Jara relied uncompromisingly on a new Masa block making machine!

The machine is equipped with various optional components that enable optimal production of paving stones. Amplitude-controlled vibration allows the vibration force and rotational speed to be adjusted independently allowing increased flexibility during production. The mould changing process can

be simplified and accelerated by the automatic mould change package. De La Jara has an extensive mould park of more than 60 paving stone moulds so Masa delivered the L 9.1 with the corresponding mold adaptor plates so they could use the moulds that are already in their system without restrictions.

To produce sophisticated coloured surfaces a multicolor device with slide was installed above the face-mix filling device as well as a hydraulically driven smoothing roller on the face-mix filling box. Operator guidance and visualisation are carried out via the Masa "Factory Automation System Tool" interface.

Masa once again demonstrated its qualities as a team player throughout the project, even if "only" the block making machine was supplied for this modernisation order. For Masa, openness to creating individualised solutions that are in the best interest of the customer is a natural part of a partnership at eye level. In this project, it was critical to have great communication between Masa and De La Jara to coordinate their efforts. Specifically, this meant precise planning to minimise



*The new Masa L 9.1 is the heart of the plant.*

plant downtime when the Masa machine was connected to the existing dosing and mixing plant. The new L 9.1 was installed in a second hall, while production continued with the old multi-layer paver machine in the existing production hall. After the Masa machine was installed, the existing dosing and mixing plant was relocated and connected to the new machine in just two weeks. Commissioning and test runs went smoothly, and the interfaces to the other components of the production system were implemented without any problems. De La Jara now produces a range of paving stones on a reliable and efficient Masa machine that leaves nothing to be desired. Alfredo Cebrian and the entire De La Jara team are convinced that the new system was the best investment in their future. ■



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#### FURTHER INFORMATION



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