

Masa GmbH, Andernach, Germany

# bauma highlight becomes the centrepiece of a new large-scale plant in North Africa

At bauma 2025 in Munich, the Masa XL-R concrete block & paver making machine was still centre stage as a trade fair exhibit. Just over a year later, it is being installed in M'sila (Algeria) - as part of a complete Masa production plant. For the Algerian building materials producer SARL Top Rock, the plant is expected to increase both production capacity and product quality.

The course of the project highlights the importance of bauma as a starting point for international plant projects.

"bauma is not only a platform for presenting our technologies, but also a place where concrete projects take shape. The fact that a machine showcased at the exhibition moves directly into an international large-scale project confirms our approach," explains Frank Reschke, CEO at Masa.

## The story behind Top Rock

The establishment of Top Rock was not merely a new investment; it was the realisation of an ambitious engineering vision built upon more than fifteen years of hands-on industry experience by Engineer Yaaqoub Tiaiba, the company's General Manager and a specialist in construction materials engineering.



Face mix filling unit of the XL-R 9.1 prepared for transport to Algeria



Assembly of the Masa XL-R 9.1 concrete block & paver making machine at bauma 2025 in Munich



Arrival of the XL-R 9.1 in Algeria: the centrepiece of the plant is being installed.

Through his leadership of Concrex Tiaiba and SARL Agglolux, Yaaqoub Tiaiba gained extensive expertise in the production of concrete blocks and paving stones. This provided him with a deep understanding of the Algerian market, the challenges facing the industry, and the rapidly growing demand for high-quality concrete products for residential, industrial, and infrastructure projects.

Building on this experience, he developed the vision for Top Rock: a state-of-the-art production facility built to the highest European standards, setting a new benchmark for the concrete products industry in Algeria and across North Africa.

To bring this vision to life, Masa GmbH was selected as the project's strategic technology partner. The decision was based not only on Masa's global reputation as one of the world's leading manufacturers of concrete block and paver production plants, but also on a successful partnership spanning more than a decade. Masa had previously supplied one of the group's companies with a production line that continues to operate with outstanding reliability and performance while consistently achieving high standards of product quality and productivity. According to Yaaqoub Tiaiba, the long-term positive experience with Masa equipment was a key factor in selecting the company as the technology partner for the project.



*Yaaqoub Tiaiba (left), General Manager of SARL Top Rock, and Frank Reschke (right), CEO of Masa GmbH, representing the strong partnership behind the Top Rock project.*

The selection of Masa GmbH was further supported by its proven engineering expertise, the precision and reliability of its production lines, and its strong commitment to technical support throughout the project lifecycle. Equally important were the extendability of the production lines and the seamless integration of all plant components, providing a

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future-proof foundation for efficient operations and planned expansion phases.

Reflecting this long-standing partnership, the project extended far beyond the installation of a modern production line. Top Rock was conceived as a fully integrated manufacturing facility, designed and engineered in accordance with the latest German industrial standards.

The project is realised in collaboration with several German engineering companies, each recognised for its expertise in specialised areas of concrete products manufacturing.

Upon completion, the plant will be well positioned to meet growing domestic demand while supporting the company's ambitions in regional and international markets. It has been designed with a modular structure, allowing for the future integration of additional finishing technologies and new production components. This approach ensures long-term operational and investment flexibility and strengthens the plant's ability to evolve continuously in line with market demands.

### Complete solution as a key success factor

Yaaqoub Tiaiba's vision has been brought to life through the implementation of a fully integrated production facility tailored to Top Rock's specific requirements.

The central element of the new production line is the XL-R 9.1 concrete block & paver making machine. It is designed for high-output production combined with precise product accuracy.

As a highly versatile machine, it is capable of manufacturing paving stones, concrete blocks, kerbstones and a wide range of specialised concrete products. Owing to its product- and cycle-time-oriented features, it is particularly well suited to landscaping products as well as large-format elements.

The XL-R 9.1 is complemented by fully integrated plant technology covering all stages of concrete block & paver production, including:

- dosing and mixing technology
- multi colour system
- transport and curing system based on the first-in, first-out principle
- storage system for production boards
- automation and control technology

Designed as a coordinated complete system, the plant enables seamless production processes from raw material preparation to the finished product. For the operator, this translates into high process reliability, efficient production workflows, and clearly defined interfaces between the individual plant components.

### Assembly work in Algeria underway

Assembly of the plant has been underway in M'sila since May 2026. Step by step, the individual components are being installed and integrated into the overall structure. At the same time, system coordination and preparation for commissioning are progressing.



*Still under construction yet already taking shape: The Masa XL-R 9.1 with the installed Multi Colour System forms the heart of the new production line.*

In addition to the technical implementation, training of operating personnel and organisational preparations for the start of production are also in focus. The project is being carried out in close coordination between all parties involved.

The project is progressing according to schedule: with each installed module, the future production line is increasingly taking shape.

### From trade fair exhibit to a producing machine

Following its presentation at bauma 2025, the XL-R 9.1 was returned to Masa's production site in Andernach. There, the machine was adapted to meet the specific requirements of Top Rock before being delivered to Algeria.

For Masa, the project also demonstrates the international competitiveness of its technology. Its implementation in a dynamically growing market such as North Africa underlines the importance of customised solutions that combine technical performance with economic efficiency.

### Outlook: commissioning in sight

With assembly progressing, commissioning of the plant is drawing closer. After completion of the installation and testing phase, Top Rock will be able to significantly expand its production capacity while raising product quality to a new level.

"We expect the new plant to strengthen our market position in the long term and open up additional growth opportunities," says Yaaqoub Tiaiba.

With the new plant, one of the most advanced concrete products manufacturing facilities in Algeria is being established. The combination of local market expertise and German plant engineering provides the foundation for the production of high-quality concrete products in line with international standards. Upon completion, the plant will be ideally positioned to meet growing domestic demand while supporting Top Rock's ambitions in regional and international markets.



*As installation work progresses, the dimensions and complexity of the future production facility become increasingly visible.*

#### FURTHER INFORMATION



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