

THE GIANTS HAVE LANDED IN THE USA

Silver Lot 3 #S6501



Smiley Monroe will be back again in Las Vegas for CONEXPO-CON/AGG 2020, but this time we've traded the Bronze Lot for a 1,200 sqft piece of prime real estate in **Silver Lot 3 – booth S6501** – right beside the Tech Experience.

THE GIANTS HAVE LANDED IN THE USA

Our legendary Giant sculpture welcomed visitors to our booth in 2017's edition of North America's largest construction trade show, where we first went public with 'Breaking New Ground' – our commitment to having a physical presence in the USA. And three years later, we're happy to say that CONEXPO is the American stage we've chosen to shine a light on how the **Giants of Belting** landed in Franklin, **Kentucky**.

So join us as we toast not only the establishment of **Smiley Monroe Inc** and the opening of our first US production center, but also another major milestone in our company's history – our **40 year anniversary**, which we reached in October 2019.

We promise you'll be in good company, as our team of problem solvers (all of whom we're profiling in the lead up to the show) will be on hand all week to learn more about your needs and answer that million dollar question – what's new?

IN AMERICA, FOR AMERICA

Right up there in what's new in our world is our new US company, **Smiley Monroe Inc**, which will initially be producing Endless conveyor belts and **Zip Clip®** – our mechanically fastened replacement belt that's taking the industry by storm. With a growing customer base in the region, manufacturing '**in America, for America**' is a natural strategic move, and *having a base in Kentucky will shorten lead times for customers and allow us to be more competitive in the tough US market.*

MADE IN KENTUCKY

The big theme on our booth this year will be our **'Made in Kentucky'** Aftermarket offering, so we'll be showcasing our line of belt products designed specifically to **maximise uptime** in the toughest mobile applications.

ToughFlex® JUST GOT TOUGHER

You won't want to miss our toughest belt yet, made with a high tensile strength-to-weight ratio **Kevlar** layer; or our **ToughFlex® Zip Clip® Overband Magnet belt**, manufactured with hot moulded cross cleats, reinforced to resist tearing and puncturing by steel rebar in aggressive applications – such as construction and demolition waste processing.

Just how much time and money **Zip Clip®** belts can save you is the focus of a new suite of customer case studies and 'how to' videos that will be premiering at the show.

YOUR AFTERMARKET HEROES

We understand that not every visitor to our booth will have time to stop and take a proper look around. So, for that reason, if you can't take it all in, simply take it away – as our new, compact Smiley Monroe Inc **'Aftermarket Heroes'** brochure.

Click [here](#) to book an appointment to meet The Giants Of Belting at Conexpo!

