



Hans-George Ribitzki, Irakli Skharulidze and Kenan Cirak have many years' experience in the industries Rotar services.

HIGH LEVEL OF EXPERTISE AND

genuine passion for solutions

Rotar International B.V. provides experienced based consulting expertise within its sales team, making the company ideally positioned to ensure that customers always feel well advised

Rotar has over 40 years of experience in the development and production of attachments. Rotar operates worldwide and has a management and sales team where almost every member has extensive experience and special expertise, providing a real advantage for customers with tangible effects on their success and productivity. Rotar's sales team is well aware of the different working methods and requirements that drive businesses in the demolition, scrap and recycling industries when purchasing attachments. In addition, the Rotar team has a lot of detailed technical knowledge combined with practical experience of the equipment in use.

Price is never the most important factor

At Rotar, it is never about quickly selling 'just a device' or undercutting a competitor. Rotar's offering is precisely defined and dimensioned with the aid of load capacity tables and consideration of all other available factors to help maximise productivity. This is particularly important, as incorrectly dimensioned attachments can cause dangerous accidents and damage to the carrier equipment. In addition, the attachments can only perform to their full potential if customers are optimally trained, operate them on the correct carrier, with the correct settings and pressures.

Industry expertise

Rotar's management and sales team together have more than 100 years of industry experience. Louis

Broekhuizen, managing partner at Rotar, has over 31 years of experience in the industry and at Rotar itself. As a specialist in dismantling, he is involved in the EDA. In addition to ensuring the high quality of the attachments and their continuous optimisation, he focuses on providing in-depth advice: "I always demand the full attention of my conversation partners so that I can accurately present and explain my knowledge, experience, and ideas for the application to the customer. To advise a customer on the right attachment, you need to know much more than just the size of the excavator."

For Louis Broekhuizen it is important to understand the customer's application and requirements. "Every customer is different; some are focused on their next project, while others are concerned with long term use. At Rotar, we are in the fortunate position of having a reference for the successful implementation of most requirements. If this is not the case, we can also offer other options such as testing or rental."

Network with manufacturers of carrier equipment

Dominik Erath, who has been a managing partner at Rotar since the summer of 2024, has almost 25 years' experience in demolition and recycling. "We all know that money is made with the attachments. Thanks to our large professional network and trusting cooperation with many manufacturers of carrier equipment, we can sort out many technical issues in advance. We know

our customers' applications, often their history, and therefore have a deep understanding of their operations. This makes it much easier to offer a very high quality of advice and always the ideal attachment."

Dominik has particular expertise in areas such as green steel, ship dismantling, and steel recycling. "We are always available for our customers at short notice, and our team has a genuine passion for the industry and our customers, which sets us apart from many others." He is also involved in the industry through the BDSV strategy group and the technical committee of the German Demolition Association.

Explaining the added value of Rotar attachments

Sales manager DACH, Hans-George Ribitzki, has been in the industry since 1992 and with Rotar since 2013. He sees Rotar's strength in the team's knowledge and extensive experience. "You need a high level of technical expertise to be able to respond to customers' often complicated processes and understand exactly which device they need to perform their tasks optimally." In his opinion, the attachments from different manufacturers are becoming increasingly similar in appearance, colour and shape, that is why it is important to point out the differences to customers. In personal customer meetings, he believes it is important to explain to the customer exactly what kind of added value they will receive with Rotar equipment.

Hans-George's area of expertise is controlled demolition, which is why he is also a member of the German Demolition Association's technical committee for demolition technology, where current developments in the industry, as well as laws, standards, and more are discussed. "It is important to us that we are involved in the association and contribute our knowledge. At the same time, we remain very close to developments in the industry, help to shape them and thus receive continuous training to deepen our knowledge," explains George Ribitzki.

Impressive quality from Europe

The youngest member of the team, Kenan Cirak, who works in international sales, already has 14 years of industry experience, joining Rotar in early 2025. "It's not just the quality of the products that is exceptional. I am also impressed by the fact that almost 100% of the components come from Europe. To me it is important that the entire organisation is a team and flexible, dynamic, and fully focused on the customer."

When talking to customers, he always discusses alternative solutions. If necessary, Kenan seeks a second opinion from his colleagues. "This way, customers benefit from our collective knowledge. When we advise customers, we always think in terms of long prospects, we learn about their experiences and think about their future projects, and we explain all our proposed solu-



tions in detail so that it is clear what they can expect from the respective device in the long run."

Application and job requirements

Irakli Skharulidze has been working in the industry since 1996. He joined Rotar in June 2023 due to what he had learned about the team, products, and Rotar's approach to business. Irakli sells the Rotar attachments in the Middle East, Africa, and Hungary, offering customers and the Rotar team special knowledge about high reach applications and industrial demolition. His approach to

the customers is embossed by patience; he asks a lot of questions and listens carefully to the answers.

Irakli strives to find out exactly what customers need to do and what kind of material they have to cut. "The majority of customers are asking for attachments for existing excavators, not for those which are best for the job they have to do. This is why it is crucial to understand the customer's business and requirements." Irakli believes in long term thinking and relationships between partners which is built on trust and reliability.

THE INVENTOR OF THE COOLER DRY DRILLING SYSTEM

MADE IN CELLE




geissler-kuper.de

Geißler & Kuper GmbH
 Bruchkampweg 44
 D-29227 Celle
 Phone +49 5141 83006
info@geissler-kuper.de





GEIBLER & KUPER
 INNOVATIVE DIAMOND TOOLS