

McAree Engineering Ltd

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Who are we?

McAree Engineering Ltd is a forward looking, dynamic company, founded in 1946.

Our origins are in the agricultural sector, which led us to develop our award winning range of V-Mac Silo's.

Over the last 5 years we have grown rapidly based on;

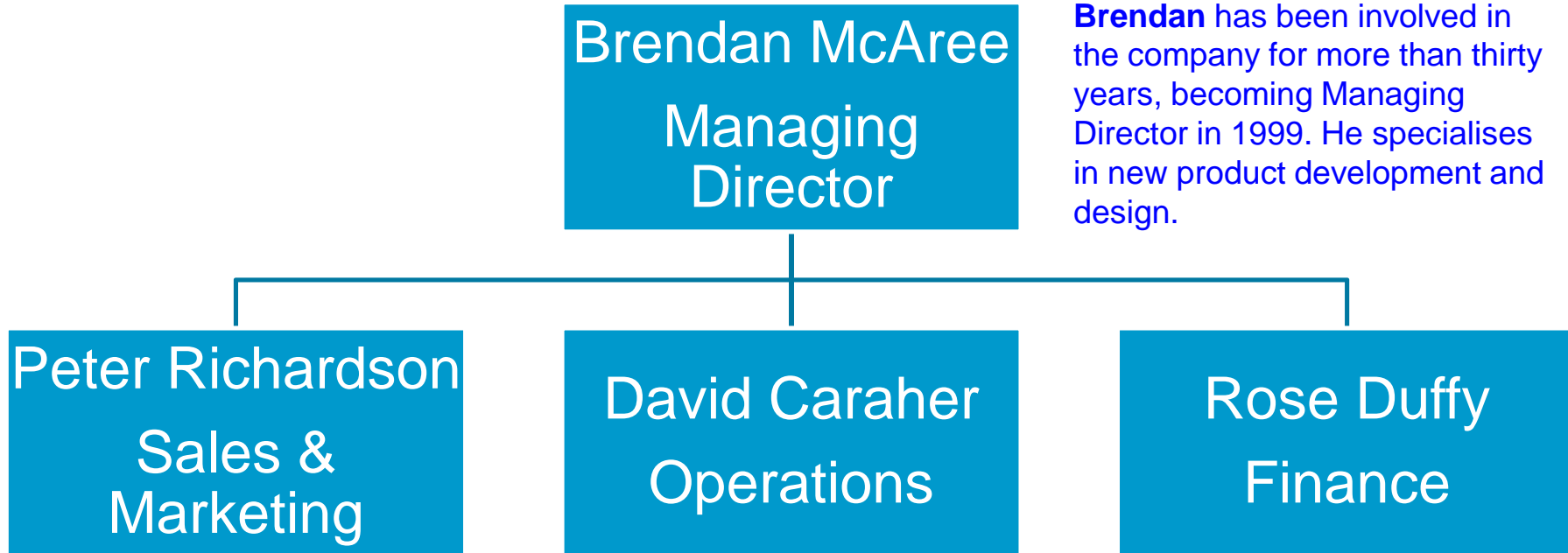
- identifying new engineering opportunities;
- focusing on providing outstanding service to our customers and
- Providing a solutions based approach to meeting our customers needs.

We now operate in 3 departments;

1. Sheet Metal Fabrication
2. Bulk Storage Silos;
3. Projects & New Products

Our 45 strong team operate one of Irelands most modern laser cutting and sheet metal fabrication facility's over two sites in Monaghan.

Who are key people?



Brendan has been involved in the company for more than thirty years, becoming Managing Director in 1999. He specialises in new product development and design.

Peter spent 17 years in the telecom's industry, most notably with Vodafone in a number of senior Operations and Marketing mgt roles.

David has been working for the company for the last 10 years. Responsible for all operations in the company, David has a wealth of experience.

Rose has over 20 years experience in the financial services sector before moving to industry

How we are structured

3 Business Sectors

Agri Bulk Storage



[Link](#)

5 – 200 tonne

Sheet Metal Fab



[Link](#)

Cut, fold
punch, machine

Projects/
New Products



[Link](#)

Waste Water Treatment
Wood Pellet Storage

V-Mac Silos are

- The premier Silo brand in Ireland –
 - over 30 years on the market
- Are manufactured to order
 - so can be customised to each specific customer
- Award winning –
 - RUAS Silver Medal in 2005 for Diet Feeder Silo
- Unique
 - Enclosed to the ground as standard
 - Diet Feeder silos comes on their own Gantry – no steelwork is required

V-Mac Silos

- Singles
 - From 5 – 35 ton
- Splits
 - From 7 – 35 ton
- Diet Feeder Options
 - 5 – 10 ton on high legs
 - 5 – 35 ton with augur (single or split)
 - From 8 – 30 ton on gantry as singles
 - From 14 – 30 ton on gantry as split

Benefits enclosing the cone



- Lockable and secure – vermin proof
- Provides additional storage space
- Prevents feed from blowing around during emptying
- Keeps the farm yard area clean and tidy
- Cone area is protected
- No build up of caked meal on the cone

Diet Feeder Silo



- Delivered with its own gantry
- No steelwork or crane required
- Centre Discharge provides fast flow filling of diet feeder & helps prevent feed bridging
- Height under cone (3.2m) can be adjusted to suit customer requirements

UK Strategy

- Proposition
 - Unique silo alternatives to current providers
- Pricing –
 - competitively on “small” (5 – 10 ton capacity) silos
 - Below the market rate on larger silos
- Market support
 - Marketing Collateral
 - Market awareness through brand ads in key sector press

Pricing

- We are pricing on a marginal basis
 - Cost of manufacture plus overhead contribution, delivery
 - 5% agent margin on top
- Suggested approach
 - Agent orders on behalf of the customer
 - McAree complete the order and arrange delivery date – invoice end customer directly
 - Agent commission paid on receipt of payment