

Press Release



MOBA is establishing a new Business Unit of Waste in the U.S.

Fayetteville, June 2015

With over seven million waste and recycling bins equipped with RFID technology, hundreds of waste related projects implemented in Europe and throughout the world, MOBA has held a strong market presence in this industry for many years. As a next logical step, MOBA is expanding its efforts further into other regions and now is establishing a new Business Unit Waste Division in the U.S.

“Our goal is to take this success and bring our expertise in waste industry scales, RFID technology and smart sensors to the U.S”, states Jutta Harms, Vice-President of MOBA Corporation. “Not every market is the same and requirements might vary from country to country, but a common denominator is the world-wide effort to manage waste in an efficient way. MOBA has a proven track-record with a wide selection of products and applications implemented in the field”.

To take on that challenge, MOBA is excited to welcome Jerry McCurry as the new Business Unit Manager Waste for the U.S. market. Jerry has worked in the waste industry for over 25 years with an extensive knowledge base of applications and of the market. He last held the position of Regional Sales Manager for Vulcan On-Board Scales. Jerry McCurry will be responsible for establishing and managing the new business unit, including market introduction, sales, product development and day-to-day operations. He states, “My decision coming on board with MOBA was heavily based on the fact that MOBA has hardware and software knowledge in-house, a company culture and team members dedicated to the waste industry, and the fact that the company has a strong presence internationally.”

MOBA exhibits at Waste Expo in Las Vegas at booth 3087

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About MOBA

With over 40 years of experience, MOBA has grown to become a world leader in developing and manufacturing mobile electronics, identification systems and weighing technology for construction machinery and waste disposal vehicles. MOBA is also a successful system specialist and OEM supplier in the field of mobile automation. With its headquarters in Limburg, Germany, and branch offices in Dresden, Langenlonsheim and Merenberg, MOBA has eleven subsidiaries and company stakes worldwide that together with an international dealer network, ensures that the company is represented in the major global growth markets. Over the last decade the company's turnover increased from 26 million euros in 2004 to more than 54 million euros in 2014 with employee numbers growing from 210 in 2004 to 482 in 2014.



Jerry McCurry, Business Unit Manager Waste MOBA Corporation (Photo MOBA)

If you have any questions, please contact:

MOBA Corporation
Jutta Harms
Vice-President of MOBA Corporation

Kenwood Business Park
180 Walter Way, Suite 102
USA - Fayetteville, Georgia 30214

Phone.: +1 678 817 9646 121
Mail: Jharms@moba.de
www.moba-automation.com