

WOC Report: World of Concrete Buzzing with Activity

by Mike Kezdi on February 4, 2015

It's safe to say World of Concrete 2015 in Las Vegas is drawing big crowds. We realize that not all of our readers made the trek to the sunny Las Vegas, but no worries we have you covered.

This year, World of Concrete (WOC) expects to attract more than 50,000 concrete and masonry professionals and showcase 1,300 leading suppliers in more than 600,000 sq ft of exhibit space.

From stories about product unveils, like the unveiling of Kubota's new SSV-Series skid steer loaders, with two models to meet the needs of customers in the construction, rental and agriculture segments. The SSV-Series includes the 64-gross hp SSV65 and the 74-gross hp SSV75, both available at Kubota dealerships starting this June. With this introduction, Kubota now offers a full line of compact construction equipment for its dealers and customers. (Here's more on this story)

And lets not forget Doosan Portable Power announcing that it will begin integrating Doosan engines into its product lineup (beginning with the P185 T4F air compressor), enhancing machine performance, productivity and lifespan. (Read the awesome news here.)

And in case you missed it, here is a link our World of Concrete (#WOC2015) preview story that we posted last week. The story includes a product showcase highlighting the items we are keeping our eyes on.

But wait! There's more! This morning the intrepid Compact Equipment staff scoured the interwebs for social media posts about the event. What you see below is a brief compilation from Day One.



The image is a screenshot of a Storify social media compilation. At the top, there is a header with a small profile picture of a man in a hard hat and the title "A Look at World of Concrete #WOC2015". Below this, a tweet from "Work Zone Cam @WorkZoneCam" is displayed. The tweet text reads: "We're at @WorldofConcrete w/ @EarthCam! Stop by Exhibit C4137 for a live demo of our NEW 18 megapixel #construction camera! #WOC2015 #Vegas". Below the tweet, it says "a day ago" with a small bird icon. At the bottom of the screenshot, there are navigation controls including a play button, a back button, "31 / 50", a forward button, and a share icon. The Storify logo and "by livefyre" are visible in the bottom right corner.