

# *Press Release*

## **Beltservice Corporation & Universal Belting Resource (UBR) Formalize Strategic Partnership with Mafdel**

**March 6, 2023** - Mafdel of Saint-Georges d' Esperanche, France has entered into a strategic partnership with Beltservice Corporation & UBR to market and support Mafdel extruded urethane belts in the United States and Canada.

Mafdel is a family-owned company, founded in 1981. Their expertise in urethane extrusion ranges from round and v-profiles to flat and positively driven conveyor belts. Mafdel has already been working together with Beltservice & UBR, but under this new partnership, Beltservice & UBR will become the exclusive channels for Mafdel products in the US and Canada.

This partnership will represent a significant opportunity for Mafdel to improve its presence in the US and Canada. With Beltservice & UBR's operations as well as their strong network of industrial distribution across the US and Canada, Beltservice & UBR will take full responsibility for expanding the presence of Mafdel's industry-leading product lines. The partnership will focus on providing the products and fabrication needed to expand Mafdel's market share in new and existing markets.

For additional information, please visit [beltservice.com](http://beltservice.com), [universalbelting.com](http://universalbelting.com) and [mafdel-belts.com](http://mafdel-belts.com).

