



COVEYA



**COVEYA CASE STUDY**

**SMILEY MONROE  
CLEATED BELTS HELP  
MAXIMISE UPTIME  
FOR COVEYA**





**SECTOR:** CONSTRUCTION & DEMOLITION

**SOLUTION:** FABRIC-BACK BELT

## COMPANY OVERVIEW

Coveya is a UK-based specialist in conveyor systems, known for its commitment to helping customers move more, faster and safer. With over 20 years of experience, Coveya designs, manufactures, and supplies modular conveyor systems that are available for both hire and purchase. Their mission is simple yet powerful: to keep businesses moving by delivering innovative materials handling solutions that improve efficiency, reduce downtime, and boost productivity.

Operating across a wide range of industries—from construction and demolition to water treatment, recycling, and warehousing—Coveya has built a reputation for responsive customer service and highly reliable equipment. Whether it's a short-term hire or a bespoke engineered system, Coveya works closely with clients to deliver the right solution, at speed.

Headquartered in Bristol, Coveya's collaborative approach and emphasis on long-term partnerships have made them a trusted supplier to contractors and site operators across the UK and beyond. Their commitment to ongoing product development ensures they continue to lead the way in portable conveyor technology.

## INVADER 45

Coveya's Invader 45 is designed to handle big jobs in tight spaces. At just 4m or 6m long and 450mm wide the Invader 45 is lightweight, portable and powerful shifting up to 50 tonnes of material per hour. Being fitted with a conveyor belt that can handle the pace is imperative to it's success. The Invader, has been used for everything from excavating basements in central London to restoring the floors in the historic Eton College, Windsor.



# CHALLENGES

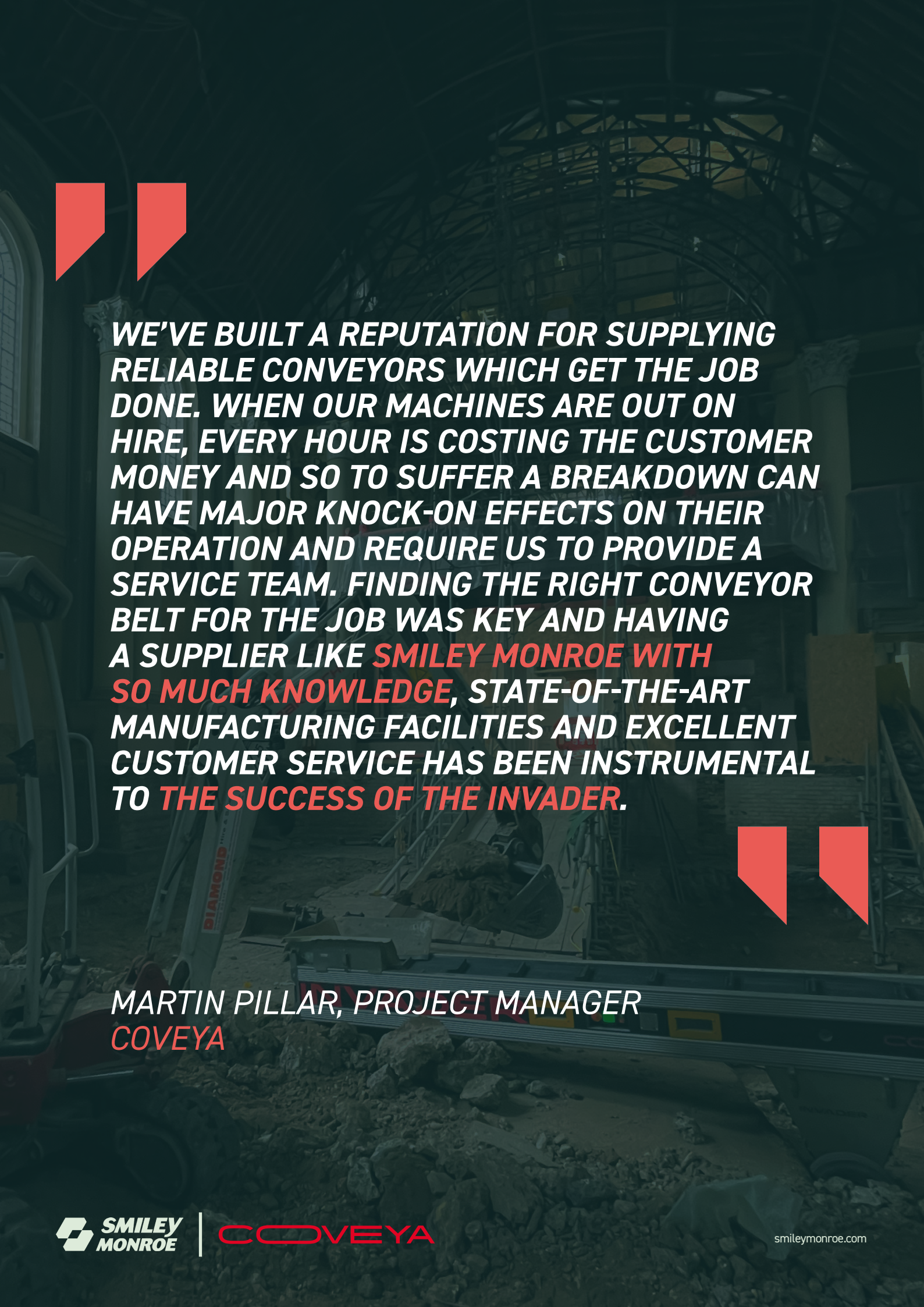
Maximising uptime and long service life are fundamentally important to Coveya who offer the Invader both to purchase and as part of their hire fleet. The conveyor belt needs to be lightweight enough to allow the Invader to remain easily portable in confined locations but offer the wear life and performance required for a wide range of applications.



# SOLUTIONS

Smiley Monroe engineers recommended a fabric-backed base belt with reinforced cross cleats (two per row) to provide the end user with a lightweight belt that runs smoothly at speed whilst providing adequate protection from carryback and material spillage when used at an incline. Manufactured at HQ in Northern Ireland, UK, the reinforced cleats are hot moulded to the belt's carrying surface to ensure superior adhesion and wear life – something which is imperative when dealing with construction and demolition waste and other harsh materials.





**WE'VE BUILT A REPUTATION FOR SUPPLYING RELIABLE CONVEYORS WHICH GET THE JOB DONE. WHEN OUR MACHINES ARE OUT ON HIRE, EVERY HOUR IS COSTING THE CUSTOMER MONEY AND SO TO SUFFER A BREAKDOWN CAN HAVE MAJOR KNOCK-ON EFFECTS ON THEIR OPERATION AND REQUIRE US TO PROVIDE A SERVICE TEAM. FINDING THE RIGHT CONVEYOR BELT FOR THE JOB WAS KEY AND HAVING A SUPPLIER LIKE **SMILEY MONROE WITH SO MUCH KNOWLEDGE**, STATE-OF-THE-ART MANUFACTURING FACILITIES AND EXCELLENT CUSTOMER SERVICE HAS BEEN INSTRUMENTAL TO **THE SUCCESS OF THE INVADER.****

**MARTIN PILLAR, PROJECT MANAGER**  
**COVEYA**

# WHY SMILEY MONROE HOT CLEATED BELTS?

## REINFORCED CROSS-CLEATS

Coveya chose fabric reinforced cross cleats to ensure their belts could withstand harsh construction and demolition waste. Smiley Monroe customers can choose from a wide range of stock cross-cleats, side rails and chevron patterns to create a custom belt for their particular application.

## MAXIMISE UPTIME

Reinforced cross-cleats and side rail are hot moulded to the belt's carrying surface to ensure maximum adhesion and wear life. Cross-cleats and side rail can also be used to prevent problems such as material spillage or material carryback which ultimately lead to costly maintenance and downtime. A wide range of base belt options including ToughFlex, Fabric Breaker and Ripstop are also available to maximise belt service life.

## CONSISTENT QUALITY

Manufactured to DIN22102 and Smiley Monroe standards in our state-of-the-art facility, Smiley Monroe belts are routinely inspected and quality tested in our in-house belt-testing lab.

## TECHNICAL KNOW-HOW & PRODUCT SUPPORT

With over 40 years experience under our belts, we've stayed close to our customers to understand your machine, your material and your application. We thrive on problem solving and are determined to provide our customers with products which offer maximum uptime, wear life and process efficiency.

*Breakdowns are often caused by belt damage or issues caused by a build of carryback material or spillage so it was important for us as a supplier to safeguard against as many of these issues as possible when recommending the correct conveyor belt.*

JAMIE GILLESPIE, PRODUCT SUPPORT  
ENGINEER, SMILEY MONROE



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