

*DELANEY CONCRETE  
CASE STUDY*

**RAPID RESPONSE AND  
LONG LIFESPAN KEEP  
DELANEY CONCRETE  
OPERATIONS RUNNING**



**SECTOR:** *QUARRYING & CONCRETE*

**SOLUTION:** *CONVEYOR BELT REPLACEMENT  
& ON-SITE VULCANISING*

## **COMPANY OVERVIEW**

Delaney Concrete is a well-established concrete and quarrying business based in Ireland, supplying high-quality materials for construction projects across the region.

With a strong focus on reliability and consistent production, Delaney Concrete operates equipment that must perform day in, day out under demanding conditions. Minimising downtime and maintaining operational continuity is critical to meeting customer demand and keeping projects on schedule.

Their processing systems rely heavily on conveyor belts to move materials efficiently through the plant. Ensuring these belts remain in optimal condition is essential to maintaining productivity and avoiding costly interruptions.

## **PLANT OPERATIONS**

At the heart of Delaney Concrete's operation is a conveyor system that has been in service since 2006.

Having delivered nearly two decades of continuous performance, the belt demonstrated exceptional durability and reliability in a demanding quarrying environment. However, even the most robust material eventually requires replacement to maintain operational efficiency.



# CHALLENGES

After almost 20 years of the belt running with no replacement required, when the time came to replace the belt, Delaney faced a critical challenge. The plant required urgent turnaround to avoid production delays and any downtime would directly impact output and customers commitments.


It was important for the customer that Smiley Monroe's service response was quick and the in-site vulcanising efficient.



# SOLUTION


Smiley Monroe responded rapidly to the situation, deploying their service team within days. Working closely with Delaney Concrete, the team assessed the existing belt and system requirements, took precise measurements where needed so they could deliver the ideal replacement belt.

Aiming for the same quality of the previous conveyor belt that was installed by Smiley Monroe in 2006, our Service Team carried out on-site hot vulcanising.



**WE WERE STUCK IN A DIFFICULT SITUATION WHERE WE HAD TO GET THE BELT SORTED VERY QUICKLY. WE TOLD SMILEY MONROE THE SITUATION WE WERE IN AND THE GUYS WERE OUT WITHIN A COUPLE OF DAYS, GETTING US OPEN FOR PRODUCTION AGAIN.**

**THE BELT'S BEEN HERE SINCE 2006. OBVIOUSLY THE QUALITY OF THE PRODUCT HAS BEEN EXCELLENT TO LAST SO LONG. EVERYONE HAS BEEN A PLEASURE TO WORK WITH, VERY RESPONSIVE TO TALK TO.**



**HUGH DELANEY, GENERAL MANAGER  
DELANEY CONCRETE**

# WHY CHOOSE SMILEY MONROE?

## FAST, RELIABLE SERVICE

When failure occurs, Smiley Monroe's responsiveness ensures minimal disruption by offering:

- On-site support delivered within days
- Rapid belt replacement
- Production restored quickly

## PROVEN PRODUCT 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.

## PROACTIVE SERVICE APPROACH

Long-term performance is not by chance. Smiley Monroe supports customers through Site Surveys & Conveyor Audits to identify risks early, Planned Site Services for safe, efficient installations, and Hands-on Troubleshooting to resolve issues quickly.

This approach that focuses on understanding the machine, material and operating environment helps our team to gather essential information in order to offer high quality service and support.



***The belt itself was still in good condition, the joint was still in good condition, and it had never been replaced. Nothing really wrong with the belt.***

***Our site services team covers the whole of Ireland, we get out to see everyone we can. No job is too big!***

**BRIAN LYNESS, SITE SERVICES SUPERVISOR, SMILEY MONROE**



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