

## **MINING CONVEYORS SYSTEMS MARKETING KIT**

TR-113539

### **SUMMARY**

The objective of this marketing kit is to provide electric-utility sales and marketing personnel with enough background information about the advantages of mine-conveyor systems to be comfortable with presenting to their customers the myriad of applications of conveyors in mining. This kit, together with CMP Report No. CR-109362, "Mine Transportation Selection Model" provides a computer model for mine transportation costs. The utility representatives can formulate an overall marketing plan for conveyer systems in mines. These conveyor-systems marketing guidelines are aimed at utility sales and marketing personnel who wish to call on customers who currently mine various minerals, but have limited expertise in the use of conveyor systems.

### **Background**

Mining is a large heavy industry and a major consumer of electricity. In the late 1990's, the annual value of U. S. mining production was about \$60 billion. The industry is extremely diverse, both in the materials it takes from the earth and in the methods it uses to extract them. The total weight of ore and minerals removed was about seven billion tons, and several billion tons of earth and rock were removed to get access to the minerals. The choice of materials-handling methods is an important part of mining economics, therefore materials-handling decisions are vitally important and the decision-making process can be extremely complex. Materials-handling costs can be as much as 40 to 50 percent of all the costs of operating a mine. After the mined material is removed from the earth, it must be further moved to a processing site and then to the location of its final use. Depending on the type of mining, transportation in the mine itself can be by rail car, truck, or conveyor. Further transportation can be by any means.

Electrically powered conveyors are an important option for local and long-distance materials handling in mining. They are very common in and around mines, in lengths from 20 yards to 20 miles. Sometimes they are the obvious materials-handling solution; sometimes they are not. When conveyors are a possible solution, but not the obvious one, their competitor is typically diesel-powered haul trucks. The challenge therefore becomes identifying the decision-makers in the selection of material-handling methods at various mines and convincing them to use conveyor systems when such systems are not an obvious solution to their problem.