

## PRESS RELEASE

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### **Steelwrist strengthens the organization as OQ-technology goes into serial production - Lars Blom new Key Account Manager.**

*Swedish tiltrotator and work tool manufacturer Steelwrist launched the Steelwrist OQ Auto Connection in the spring of 2017, as part of the strategy to build a global standard for automatic oil connections for excavators.*

With great experience from the construction industry, eight years at Oilquick AB in various positions including sales manager, and a session at the SMP tool manufacturer, Lars Blom will now take on the position as Key Account Manager with a special focus on Steelwrist OQ.

During the introduction, Lars Blom will lead the international marketing work with automatic oil connections when Steelwrist OQ is now entering a phase of serial production. It will be introduced to one market at a time, starting with Sweden and Norway.

"We're very pleased that Lars joins the Steelwrist team which gives us yet another highly skilled person with invaluable experience of automatic oil connections within construction and demolition," says Stefan Stockhaus, Steelwrist CEO.

There has been an enormous interest in Steelwrist OQ since we first showed the products in May this year, and we can now offer our customers some major product improvements, compared to the products previously available on the market. Steelwrist OQ, for example, manages significantly higher flows, is more service-friendly and we have patented several innovations in our technology. Steelwrist OQ will continue to be fully compatible with Oilquick AB's oil connections", says Stefan Stockhaus.

"It's very inspiring working with Steelwrist, a highly innovative company with a driving force where nothing is impossible. Many of my previous customers have already welcomed me back to oil connection applications," says Lars Blom.

"It's with great pleasure we're welcoming Lars Blom to join our team as Key Account Manager, his experience of supporting dealers and machine owners will provide a very strong support for our global sales organization," says Sales Director Anders Barreng.

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#### *About Steelwrist*

*Steelwrist is today the fastest growing manufacturer of tiltrotators and quick couplers in the world. A determined focus on robust and modern products, combined with fast service has been appreciated by an increasing number of customers. For more information about Steelwrist, please visit [steelwrist.com](http://steelwrist.com)*