



PRESSRELEASE

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Steelwrist has acquired its UK distributor AgCon UK Ltd (now Steelwrist UK) and has expanded its organization to South Korea

Swedish tiltrotator and work tool manufacturer Steelwrist continue its international expansion. At the international product launch on April 26 in Sollentuna, Sweden, Steelwrist revealed it had acquired its UK importer AgCon UK Ltd. With the recent opening of own offices in the United States, Denmark and South Korea, Steelwrist today has own operations in 10 countries and regular sales in 22 countries.

As the market for tiltrotators continue to grow, Steelwrist is expanding with own organization in to markets of strategic importance. Eight years after the UK market introduction Steelwrist has acquired its UK importer AgCon UK Ltd. The relation with AgCon goes back to 2009 when Pat Bulcock was employed by Steelwrist as the UK sales representative. Pat later decided to start his own company in 2013, still focusing on Steelwrist tiltrotators. The business has since then grown and today employs a team of six that are now coming back into the Steelwrist family.

Pat Bulcock will continue as the Managing Director for Steelwrist UK Ltd.

“Pat and his team has done a fantastic job and he is known as Mr. Tiltrotator in the UK market. Thanks to Pat we have a very good position in England, Scotland and Wales with a lot of happy customers.” says Stefan Stockhaus, Steelwrist CEO.

“The trick with the UK market has been to find technically skilled personnel that can install tiltrotators in a professional way. There is huge potential in this market and we now see that the tiltrotator business is taking off. The biggest advantage for coming back into the Steelwrist family is that it will give us a stronger position to set up a network of service partners and dealers in the UK market.” says Pat Bulcock, Managing Director of Steelwrist UK Ltd.

The UK market has passed the early adopter stage but with it's large portion of rental excavators and relatively low portion of own operators the overall tiltrotator penetration is still fairly low.



“We have not yet reached the level in the UK where the contractors and groundworkers have understood the productivity gained when a tiltrotator is installed on an excavator. For some reason there seem to be less focus on productivity in the UK market compared to many other countries” says Stefan Stockhaus, Steelwrist CEO.

“South Korea on the other hand has almost the opposite business structure compared to the UK. A very large portion of owner operators, fixed price contracts and the largest wheeled excavator market in the world. This makes South Korea extremely interesting”, Stefan Stockhaus continues.

Junglae Cho has been appointed country manager for the South Korean operation and a local company is now being set up.

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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, visit steelwrist.se

