

Sunfab at CONEXPO in Las Vegas

Sunfab has taken part in one of the industry's biggest and most important trade shows, CONEXPO in Las Vegas. There was plenty of interest in Sunfab's products, and lots of customer contacts were made for the future.



From the left; Martin Sidenvall, Sales and Marketing Director, Andreas Wiberg, Design Engineer, Mats Lindström, Sales Manager and John Meyer, General Manager, Sunfab North America.

CONEXPO in Las Vegas is a trade show that focuses on hydraulics, commercial vehicles and contracting machinery. It is held every three years, and this year it attracted 2,400 exhibitors and around 245,000 visitors. Working on Sunfab's stand during the trade show were Mats Lindström and Andreas Wiberg from Sunfab, as well as John Meyer from Sunfab North America. "For Sunfab, CONEXPO is the most important trade show in North America and one of the most important in the world," explains Mats Lindström, Sales Manager, Sunfab.

Fourth time at the trade fair

This was the fourth time that Sunfab took part in CONEXPO. Mats Lindström has been involved every time and can see a difference in the way visitors are responding to the Sunfab brand. "The first time we came, we were pretty much totally unknown. Now you can see a major difference," explains Mats. "For example, a lot of customers came up to us during the trade show, telling us that they're using our products and are really satisfied. This is one result of our having put a focus on the US during the last ten years. Now, for example, Sunfab North America has its own warehouse in New Jersey, which means that we can maintain a high level of service, especially for motors, which are our biggest product in the USA," continues Mats. "This has resulted in, among other things, our winning a lot of small and medium-sized customers. They see that we have good, fast service, and that our SAE motors in particular offer good value for money."

Now the economy has improved

Sunfab's Marketing Director Martin Sidenvall and Managing Director Marie Nilsson also visited the trade show. "As it's an international trade show, it's important that we have a presence,"



Mats Lindström, Sales Manager, Sunfab.

From the MD



We can now look back at the first quarter of the year and see that we have healthy levels of incoming orders and sales. Of course, Sunfab still depends to a large extent on economic trends of the world at large – where we can confirm that there is an air of cautious optimism. While on the one hand we're seeing a clear change, with the USA increasingly taking on the role of the "engine" of the global economy, we're also seeing other parts of the world experiencing tougher economic times. I do, however, believe that we are well placed and prepared to meet these challenges.

It is pleasing to see the market responding positively to the SAP pump, and I am convinced we will see that trend continuing in this product segment.

Last, but not least, our involvement at the CONEXPO trade show was extremely positive. We had the opportunity to meet existing distributors and to make new business contacts, as well as experiencing the positive atmosphere currently prevailing in the North American market.

Thank you for a good start to 2014, and let us now continue with our tough task of attracting new customers, and developing and producing high-quality products.

Best regards, Marie

explains Martin Sidenvall. "We get the chance to meet both new and existing customers there, as well as lots of our distributors from all over the world. One thing you really noticed at the trade show is that the state of the economy has improved in the US. This will benefit us in future," concludes Martin Sidenvall.

New Product Manager at Sunfab

Sunfab has appointed a Product Manager for motors in order to meet the increased demand from the market. His name is Torbjörn Marander, and he joins the company from Voith Safeset.

Sunfab's new Product Manager is Torbjörn Marander. He is 51 years old and lives in Hudiksvall. Torbjörn has had a long career in the hydraulics industry and international sales, including positions within the HIAB Group and Ericsson Cables. Torbjörn joins the company from a position as Area Sales Manager at Voith Safeset in Hudiksvall.

A good introduction

Torbjörn took up his position in February 2014. The first month was characterised by training and information, partly through Sunfab's induction programme.

"Sunfab has a brilliant induction programme," explains Torbjörn. "It's really good that time is spent alongside and working together with our personnel in all the different departments. This programme has enabled me to get to know our employees quickly, as well as giving me a good understanding of how things work around the company."

"It feels exciting to be taking on responsibility for Sunfab's motors, and to be involved in further developing them together with our experienced, skilled employees. There's tremendous potential in the market, and with the right products and our global sales organisation we have excellent prospects of achieving success," explains Torbjörn. "In the immediate future I'll be visiting subsidiaries and major distributors. Partly to get to know them, but also to gather more detailed knowledge about how they and their end customers view the market in general and our products in particular."



Torbjörn Marander, Product Manager at Sunfab in Hudiksvall.

Sunfab Hydraulics AB | Box 1094, 82412 Hudiksvall, Sweden | +46 650-367 00

www.sunfab.com

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