PRESSRELEASE 160322

**Cranab AB and Grutech Oy to collaborate in Finland**

**The industrial company Cranab in Vindeln that manufactures cranes, grapples and road clearance machines has entered into an agreement with Grutech in Finland, who will be the new distributor of Cranab’s truck cranes for timber and recycling and the Slagkraft brand product range.**

Grutech as the exclusive distributor, will be Cranab’s main partner in Finland for the company’s new product range of truck cranes and Slagkraft road clearance machines. Grutech is an established actor in Finland, and is currently the distributor for the Italian Fassi loading cranes.

“It is an extremely exciting collaboration that we whole heartedly believe in. Grutech holds a strong position on the Finnish market and has both the expertise and the capacity. Our ambition is for the collaboration to take off right from the start,” says Micael Olsson, Marketing Manager at Cranab.

**Increased sales**

Together with Grutech, focus will be fully on sales of Cranab truck cranes and Slagkraft products as well as the strengthening of the aftermarket for service, support and spare part sales. Grutech will immediately begin to use their established channels for sales and aftermarket. Finnish customers will soon have a partner to turn to.

**Directly capture market share**

“Cranab’s forestry products are well-known and are a strong brand in Finland. We firmly believe in our new truck cranes, and I am convinced that we will succeed on the Finnish market,” says Jan Andersson, CEO and owner of Grutech.

“Within two years, I believe our market share will be 15% for Cranab’s cranes within the sector of forestry transportation and recycling in Finland,” says Jan Andersson.

**Fits well in the offer**

Today, Grutech sells cranes from the entire Fassi assortment, but emphasises large cranes over 50 tonne-metres. In Cranab’s assortment, truck cranes will account for a large volume, while Slagkraft’s products for road clearance will have the greatest potential for development.

“Cranab is known for high quality and products with good running characteristics. That is why the truck cranes fit exceedingly well in our offering for the Finnish market. In addition, working with Slagkraft’s programme will provide us with a new product range and an exciting challenge,” says Jan Andersson.

**New crane product range to be launched during the year**

Cranab’s new truck cranes consist of a complete product range of Z cranes and L cranes for forestry and recycling that will be presented over the next few years. First out, will be the TZ12 model crane that will be displayed in April, at Bauma, in Munich. At year’s end, the first L crane will be launched.

**Environmentally friendly and ergonomic road clearance**

Slagkraft’s range of road clearance equipment for wheel loaders and graders is aimed at the professional user. The range of products consists of power packs, cranes and flails and is a leader in Northern Europe. The launching of our new environmentally friendly power packs will continue during the spring.

The new power pack Craft W10 includes, among other things, a new environmental classed Caterpillar engine and an improved control system. The control system is proportional, which provides faster, more effective and ergonomic operation.

**Captions:**

Cranab AB and Grutech Oy to collaborate in Finland. From the left: Christoffer Weber, Product Manager Grutech; Jan Andersson, CEO Grutech; and Jonas Järnö, Sales Manager Cranab.

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**Cranab AB in brief:**

Cranab has more than 50 years' experience in developing and producing cranes, grapples and brushcutters for the global market. The company also includes the Slagkraft brand. The production units and head office are in Vindeln, outside Umeå in Västerbotten, Sweden.

Cranab is part of the Cranab Group, which comprises Cranab, Slagkraft, Vimek and Bracke Forest – four brands that work together to be the world leaders in sustainable forestry from planting to final handling. Cranab manufactures cranes and grapples, Slagkraft grasscutters and bushcutters, Vimek small forestry machines; Bracke Forest manufactures units for ground preparation, seeding and biomass harvesting. Cranab Group has annual sales of SEK 330 million and around 200 employees.

**Facts: Grutech Oy**

For over 20 years, Grutech has been the importer of Fassi loading cranes in Finland. During this time, Grutech has established itself as a strong and competitive actor on the Finnish crane market. Together with a comprehensive network of collaborative partners, Grutech handles sales, planning and installation, as well as service for Fassi cranes throughout Finland.