

## **Engcon's tiltrotator makes a winning impression with excavators at Australia's largest machine show**

The National Diesel & Turf Expo took place recently in Australia, one of the world's few remaining machine shows to be held during the pandemic. The world-leading tiltrotator manufacturer Engcon exhibited under its own auspices for the first time this year and can now sum up its participation as a success. In addition to Engcon's stand attracting a large number of interested visitors, Engcon was also awarded the prize "Most innovative product 2021" during the fair.

The National Diesel & Turf Expo took place in Sydney from April 9<sup>th</sup> to 11<sup>th</sup>, 2021. The fair founded in 2016 is Australia's largest machine fair with visitor numbers growing every year. Engcon has participated at the event several times, but this year's participation was different. In previous years, Engcon has been represented through resellers, but this year the company exhibited under its own auspices, which proved to be a great success in terms of visitor numbers and interest in Engcon products.

"Trade fairs are an important channel for us where we are given the opportunity to meet customers and showcase our wide product range. During the Covid pandemic, many fairs have been cancelled. Therefore, it was very gratifying for us that The National Diesel & Turf Expo this year, after all, went ahead, says Per-Oskar Svedberg, site manager at Engcon Australia, and continues:

"We are very pleased with this year's participation. Many customers have a pretty good grasp of what we do and have been longing for a tiltrotator for years, but there are still many who have no idea what it is. Therefore, it is of course important for us to have the opportunity to talk about Engcon and our products so that more people can discover the benefits. The interest in our products was great and there were a lot of people at our stand during the entire exhibition period".

### **Great interest in test driving among visitors**

During the three-day trade fair, Engcon showed off its tiltrotators, the safe quick hitch Q-Safe, the automatic quick hitch system with EC-Oil, the efficient control system DC2 and lots of tools. Product demonstrations were also performed live by Australian excavator operators, who are Engcon owners themselves.

"Of everything we showed, it was the EC-Oil automatic quick hitch system and our tiltrotators that attracted the most interest. When visitors saw how easy it was to connect the tiltrotator and hydraulic tools without having to leave the cab, many realised that everything became more comfortable and that it's possible to save a lot of time when switching between hydraulic tools", Per-Oskar Svedberg continues.

Exhibition visitors also had the opportunity to test how Engcon's tiltrotator works, something that was very much appreciated and attracted many people. A competition was also organised for participants to rotate the bucket 360 degrees and see who

was the fastest without losing any of the footballs that were inside. The winner was Pat M from PJ's Plumbing and Excavation in the time 09:36.

**Praised for the most innovative product**

During the fair, Engcon also received the award "Most innovative product" for its complete system of EC-Oil automatic quick hitch system, tiltrotator and hydraulic tools, which is proof that Engcon's smart and innovative products also made an impression on Australian excavators.

"It is always fun to get recognition for our products being innovative and driving development in the excavation industry. We are super proud of this award. The thing to remember is that our products may be taken for granted in the Nordics, but around the world they are not as established, but we are on a good way, concludes Per-Oskar Svedberg.

**Australian customers who worked at Engcon's stand:**

Steve Johnstone – PXG Civil and Rail

Pete Vagne – Pete Vagne excavations

Lucas Prohm – TNL Earthworks

Logan Donnellan – TNL Earthworks

Damien Cooke – CENEX

Andrew Baker – Baker Excavations

**Link to film from the fair:** [https://youtu.be/U9uL3l\\_tk3I](https://youtu.be/U9uL3l_tk3I)

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Engcon, founded in 1990, is the world leader in the manufacture of tiltrotators and their attachments, which increase the efficiency, profitability and safety of excavators. The parent company is located in Strömsund in northern Sweden. Through its local sales companies supplies products and services in Finland, Norway, Denmark, France, North America (US and Canada), Benelux, UK, Germany and most recently in Korea and Australia. Engcon also exports tiltrotators worldwide from Sweden. In 2019, Engcon Group achieved approx. £135 million in sales with 300 employees.  
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