

Great interest in engcon's products in Las Vegas

On March 14–18, the largest trade fair of the year, Conexpo 2023, was held in Las Vegas, USA. Swedish tiltrotator manufacturer engcon was on site to market the tiltrotator and its benefits for the North American market. Martin Engström, Product Manager at engcon, describes the interest in engcon's products as greater than ever.

engcon established its operations in North America in 2017 and today the company has sales offices in both the US and Canada. Conexpo, which is conducted every three years, is an obvious arena for engcon, which works purposefully to strengthen its position in the North American market. Now that Conexpo has closed its doors for this time, engcon sums up this year's participation as a great success.

"This year, the interest in our products was greater than ever in terms of the number of visitors to our stand. Showing our products live helps us to create an understanding of how the tiltrotator works and how it contributes to better profitability for our end customers. The interest in test driving the machines on site was enormous, we also notice that the market is more mature now, customers are asking for quotes to a greater extent than before", says Martin Engström, Product Manager at engcon.

Krister Blomgren, engcon's CEO, is also pleased with the participation.

"Since 2017, when we established our operations in the US, we have had our sights set on getting North Americans to understand how effective a tiltrotator is and how it contributes to better profitability. Based on the feedback we have received from visitors to our stand, we are very satisfied with our participation and look forward to our continued expansion in the North American market", says Krister Blomgren.

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engcon is the leading global supplier of tiltrotators and associated equipment that enhance efficiency, flexibility, profitability, safety and sustainability of excavators. With knowledge, commitment and a high level of service, engcon's slightly more than 400 employees create success for their customers. engcon was founded in 1990, headquartered in Strömsund, Sweden and address the market through 14 local sales

companies and an established network of resellers around the world. Net sales amounted to approximately SEK 1.9 billion in 2022. engcon's B share is listed on Nasdaq Stockholm.

For more information, visit www.engcongroup.com

Image Attachments

Engcon Booth IMG 0206

Attachments

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