

Alimak Group rebrands product and service offering

Alimak Hek returns to Alimak and new service brand launched

The acquisitions of Facade Access Group and Avanti Wind Systems finalized in the beginning of 2017 meant that Alimak Group doubled in size. It has always been clear that the leading brands of Avanti, CoxGomyl and Manntech will be maintained and continue to provide value to the customers.

However, the consolidation of Country organizations and the integration of After Sales activities across all the Group brands has triggered the need for an update on product branding and the communication of the joint service offering.

As a result, Alimak Group has decided to drop the Hek from the product brand Alimak Hek and to launch a new brand – Alimak Service, to cover the offerings of the After Sales business area.

Alimak Service provides industry leading product and customer support services to the owners and users of Alimak Group products and vertical access equipment around the world. With operations and distribution partners in over 100 countries, Alimak Service offers a complete range of service solutions including; service packages, preventative maintenance and repairs, inspections, refurbishments, genuine replacement parts and customer training, tailored to manage the total lifecycle of the equipment.

“Through Alimak Service, our customers will continue to receive the high-quality spare parts and services of the brands that they have come to expect, but with the added benefits of an increased geographical footprint, added capabilities and even more timely support”, says Tormod Gunleiksrud, CEO Alimak Group.

For further information, contact:

Mathilda Eriksson, Investor Relations Manager, +46 8 402 14 41

About Alimak Group

Alimak Group is a world-leading provider of vertical access solutions for the industry and construction sectors. With a presence in more than 100 countries, Alimak develops, manufactures, sells and provides service to vertical access solutions with focus on adding customer value through greater safety, higher productivity and improved cost efficiency. The Group's products and solutions are sold under the brands Alimak Hek, CoxGomyl, Manntech, Avanti and Alimak Service. Alimak has an installed base of more than 67,000 elevators, hoists, platforms, service lifts and building maintenance units around the world. Founded in Sweden 1948, Alimak has its headquarters in Stockholm, 12 manufacturing facilities in 8 countries and 2,400 employees around the world. www.alimakgroup.com