

MERRY CHRISTMAS AND A HAPPY NEW 2017!

Dear Hedson Partner!

We would like to take the opportunity to thank you for a good cooperation during 2016! It has been an exciting year and we are continuing to build for the future and our investments in HEDSON as a global brand. With our product brands Drester, Herkules and IRT we offer the market the best equipment and solutions for the auto workshops and industry worldwide.

On a personal note I would like to wish you and your family a great holiday period, full of relaxation and my appreciation for the support in 2016, and with a year ahead of us with great ambition and a hope that your business will continue to prosper with the support of Hedson.

We now look forward to 2017 with innovative new products, upcoming events and a lot more!

Thank you and we wish you all a really Merry Christmas and Happy New Year!

/Magnus Björnström, CEO



Christmas time is sharing!

Christmas is the time for sharing and giving to others! Instead of sending Christmas cards, Hedson donates a gift to Doctors Without Borders.



New! Advanced and fully automatic wheel washer!

Drester GP24 Le Mans by Hedson

Increase the productivity in the workshop with the fully automatic wheel washer.

The fully automatic cleaning process increases the productivity in the workshop and reduces the demand for manpower. The machine works automatically and without interruption until the last wheel is cleaned. Load the wheels on a trolley, dock it to the machine and push the start button - the machine will take care of the rest.

- Reduces manpower by appr. 500 working hours*
(*Saves at least one personnel during three months of high season)
- Improves workflow and ergonomics in the workshop
- Environmentally friendly cleaning method and waste handling
- Adjustable settings for your specific needs



Hedson Academy Training

An example of Hedson Academy Training is the event that took place in November together with our partner Zaphiro, where all distributors from all over Spain were participating.

More than 35 participants were educated in theory and practice for IRT, Herkules and Drester. The next education will take place in January and February to present our Hedson philosophy and products at the facilities of the regional distributors, together with body-shops. Then we expect to educate more than 100 persons in two weeks.



IRT HEDSON Industrial Solutions

We develop, manufacture and supply custom built IRT drying and curing solutions to all industrial sectors and got a request for a handheld super small high temperature heater for spot repairs in the automotive industry.

Our distributor in Argentina, Veritec, spotted an opportunity for customers in the automotive industry. The owner of Veritec, Mr Mario Dalle Palle explains;

"We could see the need for an easy-to-use, simple but effective handheld dryer in the automotive industry. Offline spot repairs are often relatively small areas and we could see that a manual unit with the effect of high-temperature industrial dryers might be useful."

The product increase possibilities for online assembly spot repair (instead of taking vehicles offline for repairs) and can replace any type of hot air solutions. Mr Mario Dalle Palle describes the response when demonstrating the product model to automotive customers in South America;

"Hedson quickly developed a prototype, by upgrading an existing model used in the body shop segment. Wherever I showed this to customers they were very impressed and expressed their interest in the product. This will replace hot air guns in many situations."



Upcoming events

Don't miss out on the following events we will participate in at the beginning of 2017. Keep updated on our Facebook, LinkedIn, Instagram and YouTube pages for more information and pictures for these events.

AutoZum
Salzburg

AutoZum

Salzburg, 18-21 JAN, 2017. Hall 7 Stand no 401

auto
MÄSSAN 2017

Automässan

Göteborg, 18-21 JAN, 2017. Stand no B08:61

Also represented at our distributor Continova.
Stand no B02:02



Hedson on Social media

Don't forget to get involved with Hedson on social media.

Get connected today!

