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# NEWSLETTER

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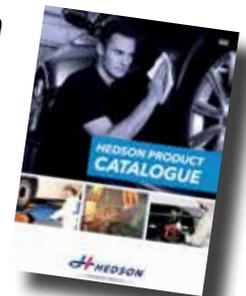
No. 1 - February 2017

# EQUIP TO WIN



## **Welcome to a new and exciting year with Hedson**

It is a new year with many exciting events ahead of us. We look forward to partnering with you again, just as during 2016, which was a fantastic year! Do not miss our new catalogue with all our products, full of information and pictures. If you don't have one already, just let us know and we will send it directly. If you need copies for send outs to body and paint shops, we can help. Just contact your local salesperson.



### **The start of the Hedson Academy**

The Hedson Academy will be an essential part of the new Hedson allowing us to spread our knowledge - performance above all.

We have a lot of knowledge, both internally and externally with some of our closest partners. The challenge is to gather the knowledge and create training modules for different products and concepts. The new Hedson website will be an important platform for the Hedson Academy, with areas for specialized product and marketing information, webinars and different training modules.

Eva Löfgren has, after many years in direct B2B sales focusing especially on the wheel washer product line, taken on the role as Hedson Academy Trainer from January 1st. Product trainings has been a substantial part of Evas previous job and she is looking forward to focusing on this area entirely. A challenging task with enormous potential!

Eva's long experience with customer contact, deep product expertise and strong relationships internally and externally will be essential for the success of the Hedson Academy.

Check out our website in March and take part of the Academy. The success of the Hedson Academy depends on teamwork and enthusiasm for Hedson and our products.

***So let's equip to win together!***



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No. 1 - February 2017

## Launch of the fully automatic GP24

Drester GP24 by Hedson, at AutoZum in Salzburg and Automässan in Göteborg, made a very good impression and both fairs had a lot of interested visitors. The see-through front on the door allowed visitors to look at the machine in action and this alone gathered many curious attendants. The automatic loading of wheels and the low amount of water being used per wheel when washed were also interesting topics.

In the Hedson stand, at Automässan, we displayed the IRT PowerCure, a Herkules lift, a Herkules dust extractor, a Drester gun cleaner and a IRT Combi 4-2 IR-UVA. At the same time the 50th anniversary of IRT was highlighted by displaying the custom made IR lamp and stylish beach flags in black and gold.

We thank all of you who visited us at the fairs and hope to see you the next time as well!



## How to increase productivity in a tyre shop

Jonas Petersson at Ringtjänst, part of Däckia, Sweden, explains how they got better workflow by reducing the time spent by the wheel washer by upgrading their work shop with GP24 by Hedson.

Time is money - we all know that, as do we at Ringtjänst. We needed to reduce our time spent at the wheel washer and improve our total work flow, being able to serve more customers at the same time as before, especially during season when time is crucial. The choice was easy to make from our former GP10 to the Drester GP24 by Hedson due to the advantages it gives in work flow and the personnel cost savings.

*"The GP24 doesn't require a dedicated operator, meaning I've got more guys focusing on the customer cars in the shop. About 12% more customers have been served as at the same season last year. Definitely one of our best products purchased ever due to the short payback time and high personnel cost savings" says Jonas Petersson.*

### Automation and ergonomy

The GP24 has an automatic loading system with trolleys it operates by itself. Just load the trolleys and press the start button, the machine will take care of the rest. The GP24



*"I can strongly recommend the Drester GP24 wheel washer - the investment has made our shop a lot more efficient and reduced our costs."*

**Jonas Petersson**  
at Ringtjänst in Arlöv, Sweden.



*The GP24 doesn't require a dedicated operator, meaning manpower has been reduced from 2 to 1 personnel...*



feeding system with trolleys enables a streamlined and optimized workflow.

The automation also has further positive effects like less interruptions in the workflow, reduced manual lifts of heavy wheels and thereby less stress and a more ergonomic working environment.



The wheel washer works with a closed water system. This means that the machine can be placed anywhere in the shop. No need for a water connection or a drain next to the machine and the water consumption per washed wheel is only 1 liter per wheel, which we appreciate.

### Developing new processes

To improve the workflow even more we added 2 more trolleys to the purchase of our GP24. This makes it even easier to operate the machine and leaves us a lot of time for other services to keep our customers satisfied.

Please contact us for more information!

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## Let's celebrate 50 years!

Happy Birthday IRT!

It all started 50 years ago, 1967 in Värnersborg, Sweden when IRT (then called Infrarödteknik) started to explore short wave IR techniques.

And as we all know, it turned out pretty well...

IRT by Hedson is still the only company that has gold-coated reflectors behind the short-wave lamps and due to the IR dryers have unsurpassed drying capacity.

To celebrate the 50 years of IRT, Magnus Lojander, area sales manager in Nordic team, had a IR lamp custom made, nicely colored in gleaming black and with the logotype printed in golden colors, as you can see to the left. This is to reflect the original cartrid-ges that were golden anodized. 30 pcs of this rare beauty were produced - and sold at Automässan in Göteborg, 18-21 January.

During 2017, Hedson will recognize and honor IRT's 50 years in different ways.



## New sales contact persons at Hedson

### Jos Keijenberg, sales NL

We welcome Jos Keijenberg, who will be responsible for sales into Holland and Luxemburg within the CEE team.

### Sandra Ziegler, inside sales, Germany

We also welcome Sandra Ziegel, starting mid January, who will be responsible for inside sales for the northern parts of Germany.

### Olivier Bouillet, area sales manager, southern France, Maghreb

We welcome Oliver Bouillet as our new sales area manager, after-market, for southern France, Tunisia, Algeria and Marocco. Olivier has more then 9 yeras experience in his last position as national sales manager at Festool, France.

## Hedson France - new office

The French office has moved and our colleagues are now located at:

Parc Industriel "les Marches de l'Oise"  
Bâtiment Copenhague  
100 rue Louis Blanc  
60160 Montataire



Your partner for lifting, washing and curing equipment.

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