

## PRESS RELEASE

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# BASED ON INNOVATIONS FROM THE LAND OF ENGINEERING – HEDSON IS BUILDING FOR FUTURE GROWTH

***The Hedson brands Drester, Herkules and IRT offers the market the best equipment and solutions for the auto workshops and industry worldwide.***

The launch of the new Hedson took place in September 2016 during the exhibition week of Automechanika in Frankfurt. Hedson presented a new brand identity, new products and solutions for the body- and paint workshops as well as for the tyre workshops.

### ONE CALL DOES IT ALL

With partners in more than 70 countries around the world and production sites in Sweden and Germany, Hedson is today a leading provider of high performance workshop equipment within curing, lifting and cleaning.

Hedson works closely with resellers and distributors to provide solutions to enhance customer performance in auto and tyre workshops.

The solutions are designed to improve the flow in the workshop, minimize downtime and speed up lead times. Hedson's leading position in technological innovation is a product of the roots. From the engineering-centric Sweden and Germany, Hedson has assembled the talent and experience to continuously be at the leading edge of workshop equipment solutions.

New launches recently showed at Automechanika; the fully equipped automatic wheel washer, Drester GP 24, the new IRT Combi 4-2 IR-UVA and a new underhung system for the IRT Rail system. For the lifting area Hedson presented a new Herkules concept lift – an innovation for the future.

### PERFORMANCE ABOVE ALL

With the new tagline "Performance above all" Hedson will give a promise to customers. Every solution from Hedson is the top performing solution in its class, whether that's measured on service, equipment or engagement.

*"We are building a new Hedson, one global brand and it will take us on an exciting growth journey where we will invest for the future in innovation, technology, marketing and sales. We are looking forward to our journey!"*

Magnus Björnström, CEO Hedson Technologies AB

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### BACKGROUND

Hedson Technologies was established in 1999 as a merge between IRT and Drester. Both IRT and Drester were Swedish companies, IRT with a history from 1967 developing infrared dryers and Drester from 1978 developing spray gun cleaners. In 2005 Hedson acquired the German company Herkules who has a history from 1974 developing lifting equipment. With user experiences, innovative technology and well-planned concepts, all three brands have one thing in common, to deliver products that meets the high demands of professional customers. In 2014 Hedson Technologies was acquired by Mellby Gård Innovation och Tillväxt AB, a solid well-known and privately owned Swedish industry investor.