



All about

# UNITEDSEATS

## Off road seating manufacturer



Carlat's super showroom in Riga, Latvia

## ENCOURAGING SIGNS!

Since the last edition of the Newsletter it is good that the arrival of vaccines means better days lie ahead for us all.

Luckily at EBLO Seating and the UnitedSeats brand in particular, we have been fully operational throughout the pandemic

In this edition you will find more positive stories from our OEM's and our dealers, and news of new product progress as well.

However the strange repercussions from the pandemic still hang around us. For example availability and high costs of containers, spikes in raw materials and then the crazy blockage of the Suez Canal.

Who could believe that!

Nevertheless we remain immensely positive about our future and opportunities, and above all look forward to fully being able to meet our customers again face to face.

I am also pleased to see that some trade shows are returning to the scene again!

**As always stay healthy and take care.**



Evert Mallie  
CEO Eblo Seating bv

### IN THIS ISSUE

Seating Boat France - Facebook  
Page 2

New Land Rider  
Page 2

Eco mechanical Rancher  
Page 3

Farmers Guide UK article  
Page 3

2020 Dealer achievements  
Page 4

David Hale releases children's Book  
Page 4

New Mi 800 plastic pan  
Page 5

Forestry crane seats  
Page 5

OEM Progress  
Page 6

US Dealer website progress  
Page 6

Dealer Shows 2021  
Page 6



# SEATING BOAT FRANCE (SBF) USES FACEBOOK PAGE TO GOOD EFFECT

**Our partner in France, SBF is particularly successful in the marine market.**

Marc Maillols uses an excellent Facebook page to record installations made by his clientel.

He particularly sells UnitedSeats products like the CS85/C1, CS85/C2 Pro and CS85/C4 for the work boat sector.

Many of our seats for example go into fishing boats and as this sector is very niche, trawler operators are keen to follow his Facebook and see what their fellow Fisherman are using with regards to seats.

On Marc's pages the C4 AH seat can also be seen mounted in the cabin of a River Seine Tourist Boat.

 [seatingboatfrance](https://www.facebook.com/seatingboatfrance)



Seine River Boat



CS85/C2 Pro AH mounted in a fishing Trawler



C4 AH PVC in the cockpit of a Seine River Boat

## NEW 'AIR LAND RIDER'

**In the last edition of the newsletter you will have seen the new deluxe C8 Pro AH seat upper.**

This is now being made available with a variety of suspensions.

Included in these is the strong and very rugged Air LGV 120 option.

There is currently an all Fabric or PVC/Fabric alternative.

For more details see our website news or contact Michael Hale on [mhale@eblo.co.uk](mailto:mhale@eblo.co.uk)





# ECO - RANCHER AND MECHANICAL RANCHER SEATS ADDED TO THE RANGE

The standard Rancher and Highlander deluxe Air seats have proven to be excellent in the agriculture and construction aftermarkets.

Now lower entry products have also been added.

The Eco-Rancher is a more basic low back Air seat package and a mechanical alternative is also coming through the pipeline.

Both can be viewed in full in the agricultural section of our website.



# FARMERS GUIDE - RUNS UNITED SEATS ARTICLE

The Farmers Guide is a leading UK agricultural magazine with whom we have a close partnership.

In the January edition they ran a Highlander article, in May they featured the Eco-Rancher.

For June an article appeared on MGV 35 and MGV 55 seats.

For full details, please see the UnitedSeats News section.



## New air seat for tractors and telehandlers

The Air Eco Rancher (LGV95/H152 ARD) from United Seats is ideal for farm tractors and telescopic handlers, and is a more economical seat package than the high-spec Rancher model, the company reckons.

It is available in either 12V version as standard or can be supplied in a 24V version, and in Elephant Black HD Fabric or PVC trim.

The suspension travel of 120mm also has 80mm of height adjust.

The height and weight adjustment (50-135kg) on the seat is powered, so the driver can easily adjust the seat to suit, while the robust damper caters for all farm terrains.

The horizontal isolator is standard in order to counter front to rear shocks, and is excellent when pulling implements.

With wide seat cushions (520mm), tip-up armrests, and lumbar support the driver is well provided for, the company states.

With a large variety of external



mounting holes at 260mm centres, which are commonly used to facilitate installation, it has the potential to make it a great replacement seat for the older large tractors.

The Eco-Rancher meets E5, E11 and ISO 6683 and IWG 78/764 standards.

It can be fitted with a variety of 2-point seatbelts as required for additional safety, and interestingly, the company reckons wearing the seat belt actually enhances ride performance.

It is available from stockists across the UK and Eire, and also throughout Europe.

Full information is available at [www.unitedseats.com/FG](http://www.unitedseats.com/FG)



# 2020 UNITED SEATS DEALER ACHIEVEMENTS

In spite of the terrible Covid epidemic in 2020, our entire dealer network found ways of successfully selling and marketing seats. Across the board we achieved a 25% growth but also saw significant marketing improvements by the network for our range.

Just some of the successes are shown in the photos attached.

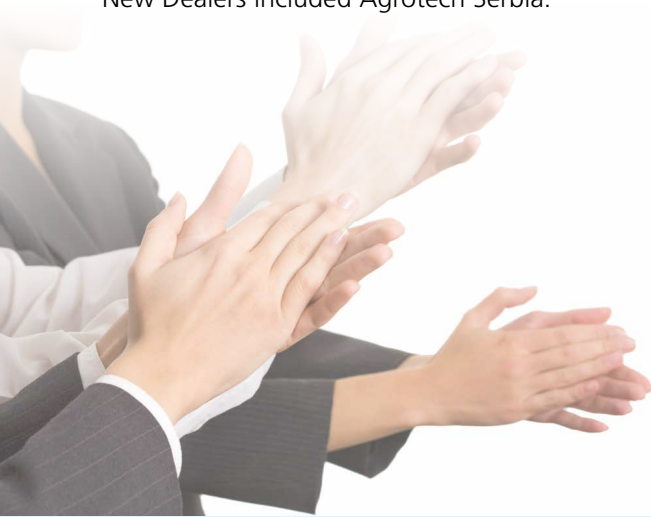
The United Group Inc from Chicago, USA achieved an incredible 'Rhodium' category success.

Agriline, Thomas Scott Seating, TEK Seating( UK) Sumsertech (Spain) and Agrar Plaza (Hungary) all achieved Gold.

New Dealers included Agrotech Serbia.



United Group Inc USA – Their Team achieves Rhodium



Greg Ternent from Thomas Scott Seating



Milan from Agrotech Serbia



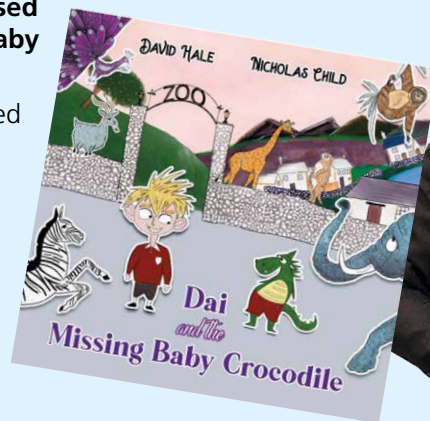
The 2 Sergi's with Maria from Sumsertech Spain


# DAVID HALE RELEASES CHILDREN'S BOOK

Our own David Hale released his 'Dai and the Missing Baby Crocodile' story book.

David was recently interviewed by BBC Radio Northampton as part of the book launch.

An accompanying 'Colouring in' book was also released at the same time.



 daithedragonbook

 Dai and the missing Baby Crocodile

 Dai@halemarketingservices.co.uk



# NEW MI 800 MID BACK PLASTIC PAN SEAT

Following the very successful take up of the Mi 600 low back plastic pan, we have introduced a higher back version called the Mi 800. This is a good alternative to the popular Milsco XB 200 seat pan.

The XB 200 has become hard to source and so the Mi 800 now fits the bill.

This can take armrests, slide rails and seat switch.

It has Multi-mounting holes and is ideal for a range of open machines, such as ride-on mowers, mobility scooters, forklifts and small construction equipment.



# NEW 24V HEATED FORESTRY CRANE SEATS

As a result of other seat providers moving out of the Forestry Crane sector UnitedSeats has dropped into this niche.

Our 5011 FH and 5012 FH are already successfully supplied to OEM's like Cargotec and Penz, and also more recently Tajfun.

These seats have to be extremely weather resistant, with UV PVC stability.

As these machines are non-cabbed and operate in mountain and remote areas the operator has to work in very low temperatures ( down to - 40°C ) so the 24v heating system is very welcome.

Now we have strengthened the range for these machines by adding the Top 35 and Top 55 seat uppers with 24v (12v option) heating.

These have the additional advantage of seat back recline and full fold forward feature.

A new catalogue has been produced to highlight the USP of these seats.

They are available for both OEM'S and the aftermarket.



# OEM PROGRESS

During 2020 we were pleased to be appointed as a supplier to Thwaites Site Dumpers, based in Leamington Spa, England.

Our MGV35 seat complete with Thwaites logo is being fitted to their cabbed models, having been tested over 3 year period.

On a similar vehicle the German OEM Bergmann has also started to use the MGV35 Comfort model on their Site Dumper.



Another OEM Mecalac Site Dumpers has been using the MGV55 on their cabbed site dumpers for the last 3 years.

Other OEM's using the MGV35 and MGV55 series include GIANT, PITBULL, KNIKMOPS, (all wheel loaders), TERBERG, (PIGGY back fork lifts), Nexen, Hyster (Forklifts), Tips (Tow Tractors) to name but a few.



# UNITEDSEATS DEALER WEBSITE PROGRESS

During the last year many of our official dealers made nice improvements to their websites.

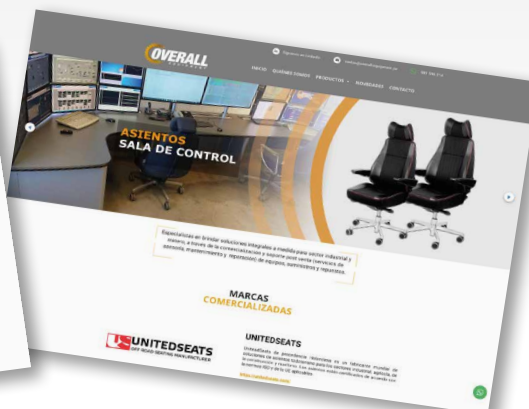
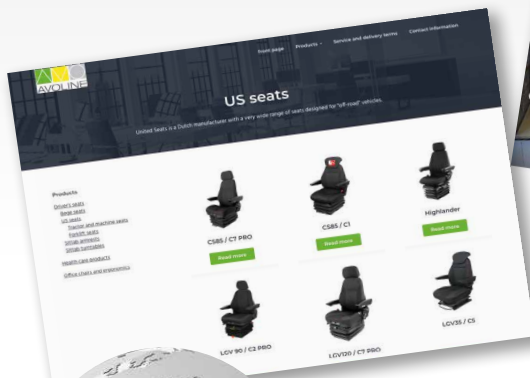
Overall Equipment in Peru added products for all sectors and some nice revolving screen flashes.

Likewise Avoline based in Helsinki

Finland, put up a whole section of United Seats products.

We are happy to assist all our partners with content to add to their sites.

Contact [mhale@eblo.co.uk](mailto:mhale@eblo.co.uk)



# DEALER SHOWS 2021

**Navexpo, Lorient**

3rd – 6th June 2021

Seating Boat France

**Cereals, Lincoln**

30th June – 1st July 2021

TEK Seating / Capital Seating



# UNITEDSEATS.COM

UnitedSeats T +31 (0)88 - 0158 700 E [info@unitedseats.com](mailto:info@unitedseats.com)