



All about

UNITEDSEATS

Off road seating manufacturer

Cereals Show, Cambridgeshire

7th - 8th June 2022

See story on page 4



A NICE RETURN TO EVENTS

After a tricky last couple of years for everyone we are pleased to celebrate a welcome return to shows around the world.

In this edition we are very pleased to acknowledge the efforts of United Seat dealers at the events in different sectors.

You can also read about some of our innovations and some nice installation details.

We are looking forward to welcoming international dealers to our conference in Zwijndrecht (7th -8th) September, and all visitors to our stands at Bauma, Munich (A6.201) and Sima, Paris (5B.052)

Please enjoy your read!!



Evert Mallie
CEO Eblo Seating bv

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REGAIN FABRICS

We have to be very careful with the world we all live in. Resources are limited and we need to focus on a better and cleaner world for the next generation.

Our commitment to corporate sustainability becomes stronger every day and naturally includes minimizing the environmental impact.

More and more our seat design focusses fully on the “cradle to cradle” principle, meaning what resources, materials and methods are needed and what impact does these have and can we reuse all the material again. The Green-Line construction seats are based upon this circularity and the seats are up to 94% percent recyclable.

Next to the seat design and manufacturing processes we looked at the fabrics used on these new seats. Durability was always a key feature as well as fire resistance. Seat fabrics need to be comfortable and easy to clean as well. With the new Regain Fabrics® we have found a perfect solution. The “woven bottles®” fabric is unique, comfortable, and creates a fresh look.



AGROTECH EXHIBIT AT THE NOVI SAD AGRICULTURAL FAIR

Our UnitedSeats Dealer in Serbia is Agrotech D.o.o. based in Tresnjevac exhibited at the Novi Sad Fair (21st – 27th May). This is one of Serbia’s leading outdoor agricultural events, located in the North Western City.

Milan Batinic can be seen on the Agrotech stand ready to meet customers.

Agrotech are a leading player in the Serbian farming market and sell Steyr tractors and other leading machinery brands.

Milan’s focus seats on the stand were the **Rancher** and **LGV90/C1 AR** air seats for larger tractors.

A big thanks goes out to Milan and his team for their efforts and we wish them good luck with future sales in Serbia.



HAYDUK PERU USE MGV120/C8 PRO

Our UnitedSeats dealer for Peru, Overall Equipment based in Lima has successfully introduced our MGV120/C8 Pro seat for the Hayduk fishing fleet.



Hayduk is the largest fishing operator in Peru and Wilder from Overall Equipment has kindly supplied two photos of the new captain's chair in a 500-ton anchovy fishing vessel. The captain was very happy with the new addition.

More about Hayduk can be seen via www.hayduk.com.pe

UNITEDSEATS LAUNCH JOYSTICK CONSOLE POD

'Ergonomics' is the modern buzzword, but also the real solution to achieving proper injury reducing seating installations. Modern machines have so many controls that the only way of placing these 'ergonomically' is to have these available at the drivers finger tips.

The UnitedSeats pod with wide armrest pad follows the natural line of the arm alongside the body. The elbow and forearm can rest on the wide pad and the hand flows into a bank of switches and on to the joystick control.

In modern construction machines, forklifts, farm tractors etc. there is a real risk to the operator of repetitive strain injury, compounded by vibrations, and so the arrangement from UnitedSeats is an excellent solution.

The pod is stylish with a hinged storage space, colour coded switches, Gessmann Joystick control and red safety button. In this instance the joystick pod control arm is shown mounted to the UnitedSeats LGV90/C2 Pro AR but can be mounted to other UnitedSeats products.



NEW STARTER IN THE UK OFFICE

On the 16th of August 2022, Liam Wood joined the Eblo Seating BV (UnitedSeats) team in the Northampton UK office.

Liam's role is Customer Services Manager UK & Ireland and his function is to handle all aspects of customer process from receipt of order to delivery to the customers door and to securing payments.

He will also assist with matters relating to our customer network that boost the UnitedSeats brand, such as liaising with dealers over show requirements and provision of materials to assist their activity on our range. Price lists and pricing will be part of his remit.

Sales in the UK and Ireland grew by 60% in 2021, and in 2022 we will see another significant sales rise this year. This will particularly be through the 3 big OEM's, Thwaites, Mecalac and JCB, and involve a lot of careful customer handling. We also plan to improve our customer contact levels in Ireland as well, where we have additional opportunities.



Liam is 34 Years old and has been working in the same type of role in the contract plumbing industry to major UK house builders, where customer care is needed on a 24/7 basis. He has excellent IT skills and outside work he enjoys golf, football and spending time with his family.

In the first 6 months or so, training will be with Mike in Lincoln and David in Northampton.

He will also come along on customer visits to meet his new customers and attend shows as well.

Part of his training will also be during visits to Holland, and he will make his first visit in the week of the 5th of September (for the US Dealer conference) during his visit to Holland he will spend time with all his colleagues to learn the ropes!

The role has been created so that David and Mike will be able to pursue activities more freely with our European and international dealer network.

We welcome and wish Liam all the best in his new role.

TEK SEATING ATTEND THE CEREALS SHOW

One of the UK's leading arable farming events is the Cereals show, which is dedicated to the production of grains. This year it was near Duxford, Cambridge, on the 7th and 8th June.

TEK Seating took a stand and the event was busy throughout the 2 day show with many good leads from farmers and tractor dealerships.

On the stand they displayed key UnitedSeats products such as the **Rancher, Highlander, CS85/C1 AR Retro Brown, W700, T600 AG, CS85/H90 AR, US20** and **Mi600 pans (black, grey, and yellow).**

TEK's Mark Vivian and Charles Spence were supported by David & Michael Hale and Liam Wood from UnitedSeats. The weather proved extremely good and the farmers enjoyed seeing crop sprayer and tractor demonstrations.

As always a big thank you goes out to TEK Seating for their efforts.



ERGONOMIC PLUG & PLAY SEATING SOLUTIONS

UnitedSeats is partnering special armrest and armrest pod suppliers to provide more ergonomic plug and play seating solutions.

One major player in the world of ergonomic armrests is Sittab AB from Sweden. Sittab's products have wide armrest pads, are multi-adjustable (height, width, angle) and can align directly to the machine joysticks or can also take a joystick pod holder.

When mounted to a UnitedSeats suspension seat like the Air LGV120/C7 Pro AH, the joysticks also move completely in conjunction with the vehicle motion.



SUCCESSFUL PARTICIPATION OF UNITEDSEATS AT IVT EXPO 2022

At the iVT Expo 2022 in Cologne, Germany, UnitedSeats showed a variety of new and innovative seating options from our own UnitedSeats brand. The expo was a success and the stand was well visited, which resulted in a lot of interesting conversations about the extensive range of seats and products UnitedSeats has to offer.

Popular UnitedSeats seats

On our stand, we showed the popular MGV55 and MGV35 seats.

Both are extremely suitable seats for construction machines and forklifts. A cross-section of the MGV55 was also shown, so that the inner workings of the seat could be examined properly. This way, the construction of the seat, the operation of the frame, the distribution of foam and the use of the weight adjustment are clearly shown.

High-end armrests

On our stand a variety of high-end armrests were shown, which can be mounted on the UnitedSeats seats. Visitors could see the ergonomic armrests of Sittab, but also the joystick consoles of Gessmann; these consoles work as a replacement armrest, because the original armrest is replaced by a modified armrest in combination with a joystick console.

Durable fabric made from PET bottles

The very popular new fabric 'Regain' which is made entirely from recycled PET bottles was featured on our new UnitedSeats C8 seat.

It received a lot of attention and proved very interesting for many people who came to the stand.



LAMMA SHOW PROVES VERY SUCCESSFUL

The Lamma show which normally takes place every January was delayed to 4th and 5th May due to the pandemic. So it was great to see this show return to the Birmingham NEC. It is the largest indoor agricultural show in the UK and was well attended by farmers from every corner of the UK and Ireland. Luckily UnitedSeats was well presented at this event by TEK Seating & Capital Seating.

Mark Vivian and Charlie Harding from TEK Seating can be seen alongside Michael Hale of UnitedSeats in the photos. There was a very nice selection of UnitedSeats to be tested out by visitors. Our products on display included the **Rancher** and **Highlander**, **CS85/C1** in **Retro Brown**, **CS85/H90 AR**, **US20**, **Mi600** plastic pans (in **Black**, **Yellow** and **grey**), **T600 AG** and **W700**.



Stephen Swann and his team (Joe and Chris) did a great job and their stand included a nice turn table/revolve with the Rancher seat fitted on it, which was really eye catching.

A big thank you to both teams for their effort and support!

All in all a really good selection. David Hale (UnitedSeats Director) can be seen alongside the US Rancher which was very well received by farmers. Also drawing interest was the 'Retro Brown' CS85/C1 AR for older tractors like David Brown and John Deere with brown interiors.

We were doubly lucky at this major UK farming show with Capital Seating exhibiting our products as well. In addition to other seat brands they included the US Rancher, MGV120/C7 Pro A, CS85/C1 AR, CS85/H90 AR and Mi600.



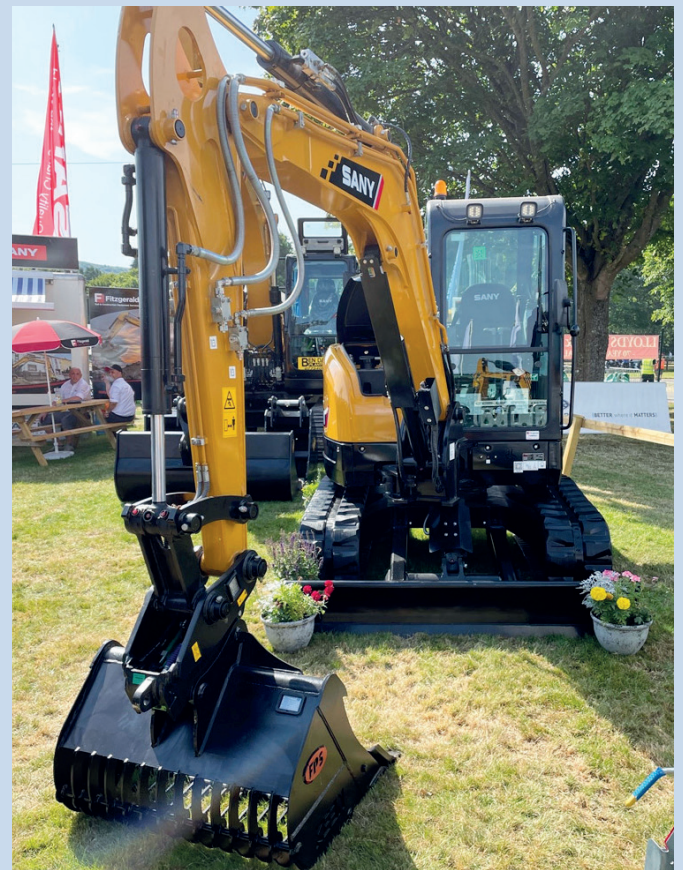
CARPENTER GOODWIN ATTEND THE ROYAL WELSH AGRICULTURAL SHOW

Carpenter Goodwin attended the Royal Welsh Agricultural Show 18th – 21st July 2022. It was good to see business returning to normality in Builth Wells, mid – Wales as the Royal Welsh show returned for the first time since 2019, due to the pandemic. Although the first two days took place in the UK's hottest ever heatwave! Nevertheless, visitors from the UK'S farming communities flocked back to the show to compete in events and check out the latest machinery.

UnitedSeats were well represented at the event by Carpenter Goodwin our dealer from Leominster in Herefordshire. The team lead by Richard Carpenter and Matt Lindesey did an excellent job to present the products of Sealey, Vapormactic, Exol as well as UnitedSeats. On the UnitedSeats stand area customers could try out our **Rancher**, **LGV90/C1 AR**, **CS85/C1 AR Brown**, **CS85/C1 AR Black**, **CS85/H90 AR**, **US20**, **GS12** and **W700 Seats**.

David and Michael Hale were on hand to give more specific seating advice on installations and other seats from our range that were not on display. On the vehicle stands it was nice to see that many of the SANY mini and midi excavators were fitted with our MG55 in fabric, Top55 in fabric and Top 55 in PVC seats. These looked really nice with SANY logos and the local dealership Fitzgerald Plant Services Ltd, were really pleased with the comfort of our seats!!

A big Thank you goes to the Carpenter Goodwin team!



HILLHEAD SHOW 2022

This major quarry show took place in Buxton, Derbyshire during June. The weather was excellent and many heavy plant manufacturers and operators attended the show. At the Hillhead show UnitedSeats was represented by TEK Seating who as usual did an excellent job.

Mark and Charles from TEK were also, joined by Anthony Briggs (UnitedSeats sales and quality manager) who is now living in Sheffield not too far away from this venue located in a Derbyshire rock quarry.

On the vehicle stands visitors could see the latest site dumpers, excavators, dump trucks, wheel loaders, pavers, asphalters, rock drills and many other specialist machines.

We thank Mark and Charles for their efforts.

On the Thwaites and Mecalac site dumpers our **MGV35** and **MGV55 OEM** seats could be seen on most machines.

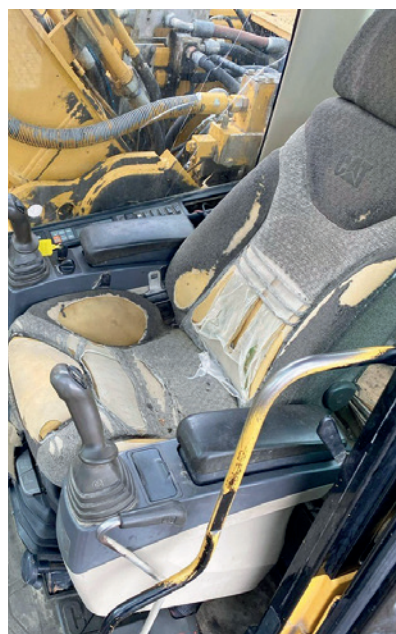


EBLO SEATING CUSTOMER TRANSFORMS CATERPILLAR SEAT

One of our European customers recently had to refresh the seat in a Caterpillar Excavator. The original seat installed was an integrated pod seat designed specifically for CAT by KAB Seating.

The original seat however was very worn and certainly not in a healthy state for an operator to use. The customer needed a speedy resolution. As the original 51 suspension and pods were intact they were able to take our C4 seat upper and remove the old CAT seat upper. The end result was a nice new seat for the driver!!

The photos were kindly supplied to our Sales Director André P. van der Hoeven.



AGRICONSTEC ATTEND SEEBBE SHOW IN BELGRADE

Recently Agriconstec D.o.o, one of our Serbian Dealers attended the SEEBBE construction and building Expo in the Serbian capital Belgrade. SEEBBE show was held from the 27th – 30th April at the Belgrade Fair grounds.

Dalibor, Marko and Tamara reported that the show proved a busy event, especially with people keen to get back to business after the Covid pandemic period. Agriconstec had a really nice stand with a good display of their construction equipment products as well as UnitedSeats.

On the stand visitors could try out:

Rancher, Highlander, CS85/C1 AR, MGV84/C6 A, US20, W700 and Mi400

All in all a really nice presentation of our products by the team.

Thanks and well done to Agriconstec!



THOMAS SCOTT SEATING ATTEND THE ROYAL HIGHLAND SHOW

One of the UK's leading agricultural events took place at Ingliston, on the outskirts of Edinburgh, the capital of Scotland. This was from 23-26th June and is a Mecca for the farming community of Scotland.

This year the show returned for the first time since 2019 because of the pandemic and attendance was very high. At the show Thomas Scott Seating (our largest European dealer) took an extended space with their excellent Marquee.

On the stand was a nice selection of UnitedSeats: **Rancher, CS85/C1 AR, CS85/H90 AR, LGV120/C8 PRO AH, US20, GS12 and Mi600 (black and yellow)** to name but a few. A real selection for the farming visitors.

We thank Greg, Graham, Wullie and Stephen for all their efforts on behalf of the US brand.



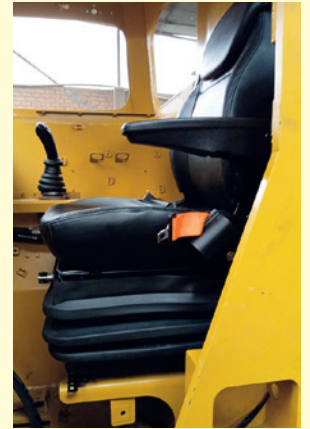
GREAT INSTALLATION FROM OVERALL EQUIPMENT

Our UnitedSeats dealer for Peru Overall Equipment has been doing a great job getting our seating products into the local markets. Catherine Wilder, and Jorge have had success in Agriculture but even more in the mining sector.

They have been supplying our seats for heavy overground machinery like the air LGV120/C7 Pro, but for underground machines like this CAT R1600H Scooptrans, low profile shovel, they have found a new favourite in the MGV120/C1 ARG in PVC. The simple strong heavy duty

MGV120 mechanical suspension is proving a hit with mining companies because of its function and durability. The C1 ARG upper in heavy duty PVC comes with an orange seat belt to provide a comfortable and secure operator position.

A big thank you goes out to the Overall Peru team!



SEAT SYSTEMS EXHIBIT AT THE SKIPPER SHOW IN LIMERICK

Seat Systems, our UnitedSeats dealer for the Republic of Ireland attended the Irish Skipper (Marine) show on the 25th and 26th March in their home city of Limerick. John Newman the owner of Seat Systems had a successful year with our product range in 2022 achieving Gold status. He decided to attend the Skipper show to again connect to the Irish Fishing industry community.

Of late we have revamped the Marine section of the UnitedSeats website in response to a large upturn in demand for our products for this sector. John showed our flagship **MGV120/C8 Pro AH, CS85/C1 AR in PVC, C2 Pro AR on Marine pedestal** and **Mi600** plastic pan seat to give a small flavour of the UnitedSeats range to the visitors.

In September this year John and his team will attend Ireland's top event 'The Irish Ploughing Match' to be held in Rathensika from 20th – 22nd September



DAMIRO ATTENDS AGROTECH SHOW IN KIELCE

The Agrotech show is one of the most important agricultural events in Poland. It was pleasing to see that this show took place again from 18th – 20th March.

Damiro who are seat experts are based in Zory in Southern Poland and did a great job in presenting a range of UnitedSeats. These included the **Rancher**, **Eco-Rancher**, **US20**, **Air LGV84/C1 AR**, **CS85/C1 AR** and **CS85/C2 Pro**. There was a lot of interest in these from Polish farmers and the Eco-Rancher in particular drew a lot of attention.

Damian Midura and our main contact Marcin Pytel were present at the show which was incredibly well attended.

We are very grateful to the Damiro team for their efforts.



US DEALER FOR SINGAPORE ATTENDS ASIA PACIFIC MARINE SHOW

Marine International PTE. based in Singapore has been working with UnitedSeats for the past 4 years, selling primarily to the marine sector in Far East Asia.

They have particularly specialised in selling the **CS85/C1AR** and **CS85/C7 PRO AR** to coast guard, police and military vessels in Singapore, Malaysia and Vietnam. They have also started to use our turntables on these seats making access in tight cabins easier.

The Director of the company Wai is shown in the photo, with his stand already to go. Over the past couple of years this show and others were off due to the Covid pandemic so it is good to see that they are back in action again.

We wish him and his team well.



HTS SPARES LAUNCH NEW SEATING CATALOGUE

One of our long term partners HTS Spares based in Hereford are specialist in the supply of parts to small plant and equipment. These machines include site dumpers, mini-excavators, rollers, telehandlers and other small construction machines.

For over 15 years now they have supplied a range of small and medium size seats to the plant market, such as US20, GS12, CS85/C1, CS85/H90, MGV25, MGV25/C5 and more recently MGV35. They mostly work via an excellent parts replacement website, backed by experienced internal sales staff and attendance at plant shows. Quite recently in time for the Hillhead Quarry show they produced a nice seating catalogue.

So a big thank you goes to Roy Knappett and David Henry for producing this. For more information see htsspars.com



MARELL M15 TOUR BOAT USES C7 PRO

A Scandinavian boat builder recently had an urgent requirement to equip a tour boat to be used around Svalbard Island in the arctic circle with passengers' seats. These seats had a strict dimensional requirement, and the boat builder needed a set of 12 to complete the vessel.

Luckily we were able to quickly supply our Swedish dealer Forarmiljo with a batch of C7 Pro seats to meet the deadline.

All in all a good solution and we thank Patrik at Forarmiljo with the positive feedback from the end customer.



KEY SHOWS 2022

IHM LOGISTIC SOLUTIONS SHOW 2022 (England)

6th - 8th September 2022
Tek Seating

NATIONAL PLOUGHING CHAMPIONSHIPS 2022 (Ireland)

20th - 22nd September 2022
Seat Systems Ireland

BAUMA 2022 (Germany)

24th - 30th October 2022
United Seats, EBLO Seating

NEWARK VINTAGE TRACTOR SHOW 2022 (England)

5th - 6th November 2022
Tractor Parts

SIMA SHOW PARIS 2022 (France)

6th - 10th November 2022
United Seats, Eblo Seating

ROYAL WELSH WINTER FAIR 2022 (Wales)

28th - 29th November 2022
Carpenter Goodwin

LAMMA SHOW 2023 (England)

10th - 11th January 2023
Tek Seating, Capital Seating



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