



UPDATE, NUMBER 11
2023

UNITEDSEATS

Off road seating manufacturer

POSITIVE START TO 2023

UnitedSeats and the Dealer network have made a very positive start to 2023. We recently held a mini international Dealer Day at our HQ in Zwijndrecht, the Netherlands, hosting some great people and gaining two new US Dealers.

We are also busy working on some exciting new products that will be announced in the coming months. Heading into June, our Dealers have a busy show calendar and in the UK & France, we will be on the stands with them promoting the UnitedSeats brand. Also in this edition, we have some great installation examples of our Highlander and Rancher Pro's along with some other fantastic installations from our Dealers. Enjoy reading!



DEALER EVENTS (JUNE)

JUNE 9TH Independent Agri Parts '23 | Open day

JUNE 13-14 TEK Seating/CAPITAL SEATING at the CEREALS '23

JUNE 13-15 HTS Spares at Plantworx '23 (Peterborough)
TEK Seating at Plantworx '23 (Peterborough)

JUNE 22-24 Azur Siège France and BF Equipment at the EUROFOREST '23

JUNE 22-25 Thomas Scott Seating at the
Royal Highland Show '23

JUNE 28 Forarmiljo at the Borgeby Field Show'23

DEALER EVENTS (JULY)

JULY 19 Independent Agri Parts at the Driffield Show'23

JULY 24 Carpenter Goodwin at the Royal Welsh Show '23

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LGV120/C7 INTO KOMATSU

Our Slovakian dealer, VLV Servis, has installed our LGV120/C7 ARG super seat into a Komatsu PC240NLC excavator.

The VLV team had to use all of their expertise to install the seat, navigating the narrow cabin and joystick consoles. Their persistence paid off and seat now takes pride of place in the vehicle.

The LGV120/C7 is a great seat for construction vehicles with its heavy duty suspension, armrests and can be fitted with a vast array of seat belt options. It is another fantastic application from the VLV team. We thank them for their efforts.



US WELCOMES VISITORS FOR MINI DEALER DAY



On the 25th April, UnitedSeats welcomed visitors from TEK Seating, Agrar Plaza, SANUP, Best Seating and MK Seats for a 'Mini' Dealer Day.

Much like the official Dealer Days, the event focused on our visitors getting to see our facilities, learning about the products and most importantly, for us and them to get to know each other a little better.

We kicked things off with greetings and photos and our CEO, Evert Mallie, welcomed all the visitors. After this Michael Hale and Malik Lakhal presented the company presentation. We then had some refreshments and spent some time in the UnitedSeats showroom where our Dealers got to test our products including the new MGV80/TOP35, MGV35 Low SIP and Rancher and Highlander Pro.

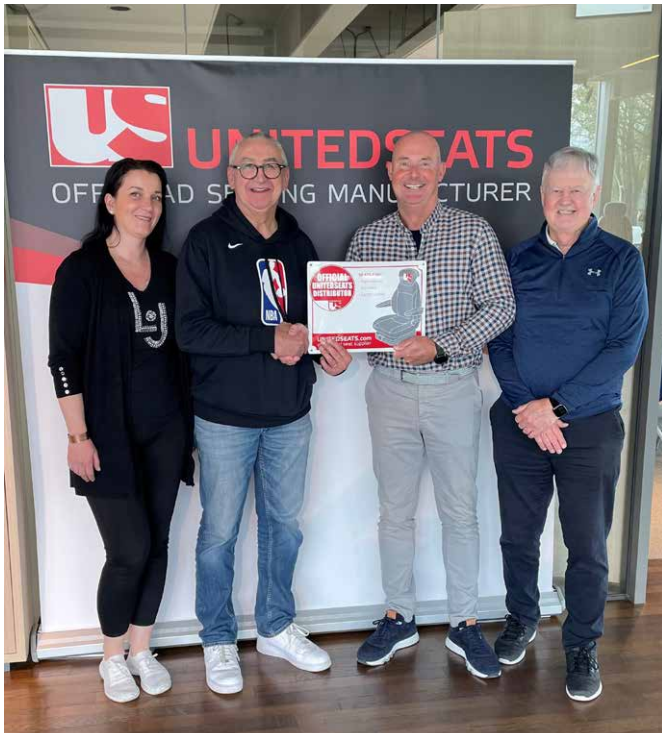


After the tour, David Hale and Liam Wood delivered the presentation for Agricultural seating and following a nice break with lunch, Liam presented some website content ideas to the Dealers. This was followed by David and Michael Hale concluding with presentations on construction and marine seating applications.

We capped the day with a delicious evening meal to celebrate a successful day along with a drink or two. We thank all of the Dealers for attending and we look forward to seeing them again soon.



BEST SEATING SYSTEMS NOW OFFICIAL DEALER



We are pleased to announce that Best Seating Systems are now an official Dealer for UnitedSeats in Austria.

Best Seating are renowned throughout the seating industry, recently celebrating their 20 year anniversary in 2022. They are ergonomic specialists with the health and wellbeing of users at the forefront of their service, ensuring seats are best suited to the people using them, whatever the application.

Managing Director, Walter Tausch attended with his wife and Finance Manager, Nicole Tausch, to our recent mini Dealer Day where they saw the facilities and products of UnitedSeats, spending time getting to know the UnitedSeats team. With their knowledge and expertise in the industry, we are very much looking forward to this partnership and working closely with them.

AVOLINE ATTENDED VENE BÅT '23 BOAT FAIR



Our Dealer, Avoline OY, attended the largest boat fair in Finland. The fair ran from 10-19th February, 2023 where the leading boat and boating equipment manufacturers show their latest products.

Managing Director, Jukka, and Sales Manager, Ville Varis, presented our MG55, the C1 in the blue and white blue trim complete with the swordfish pedestal, the LGV120/C8 and our Mi600 pan seat in grey.

We hope the show was successful for them and we thank them for representing UnitedSeats.

AGRICONSTEC ATTENDS SEBE SHOW (BELGRADE)



Our UnitedSeats Dealer based in the Serbian Capital exhibited at the SEBE construction show in April. They showed a variety of compact construction machines and ancillary equipment for the building industry.

This year they had 7 seats from UnitedSeats on their stand including the Highlander, CS85/C1 AR, MGV84/C6, LGV84/C1 and MGV35. A big thanks goes to Dalibor and his team.

RANCHER PRO, PERFECT TRACTOR SEAT



KATPOL POLAND ATTENDS AGROTECH LAS-EXPO SHOW



Katpol one of Poland’s leading seat distributions attended the Agrotech show in Kielce from 18th - 20th March, 2023. This is one of the largest agricultural shows in Poland.

At the show the Katpol team also promoted some of the UnitedSeats range on their stand including the CS85/C1AR, Air LGV84/C6A and Air LGV84/Mi400 fabric seat. We thank Michal and Tomasz for their efforts at the show and on some significant new programmes in the Polish market.

RANCHER PRO INSTALLED IN JOHN DEERE 6910



Our French Dealer, Azur, have supplied the Rancher Pro for a John Deere 6910 tractor.

Their customer, who originally spoke with them on the US stand (SIMA show 2022 in Paris), installed the seat using our Z brackets. This particular John Deere has seat mounting centres at 270mm so they utilised the Z bracket, which has different mounting holes to the standard 260mm, to ensure simple installation of the seat.

The Rancher Pro is the latest of the ever popular Rancher seat that includes the additional feature of the Seat, Depth and Tilt (SDT) adjustable cushion for added comfort. We thank Azur for their great work and excellent co-operation.

CARLAT FIT HIGHLANDER PRO IN LATVIA



Our Latvian dealer, Carlat, led by Maris Stekels have fitted the Highlander Pro into a Volvo L90E wheel loader for their customer, Stats Rent. A rental company for construction equipment and one of Carlat's largest customers.

The newly launched Highlander Pro, which includes the seat depth and tilt feature, is an ideal aftermarket replacement for large construction vehicles and with this application, it fits perfectly into the Volvo cabin. It replaced a well-worn ISRI seat and we are sure it will be a welcome addition for the users of the vehicle.

We thank Maris and the Carlat team for their great installation work and representing UnitedSeats throughout Latvia.



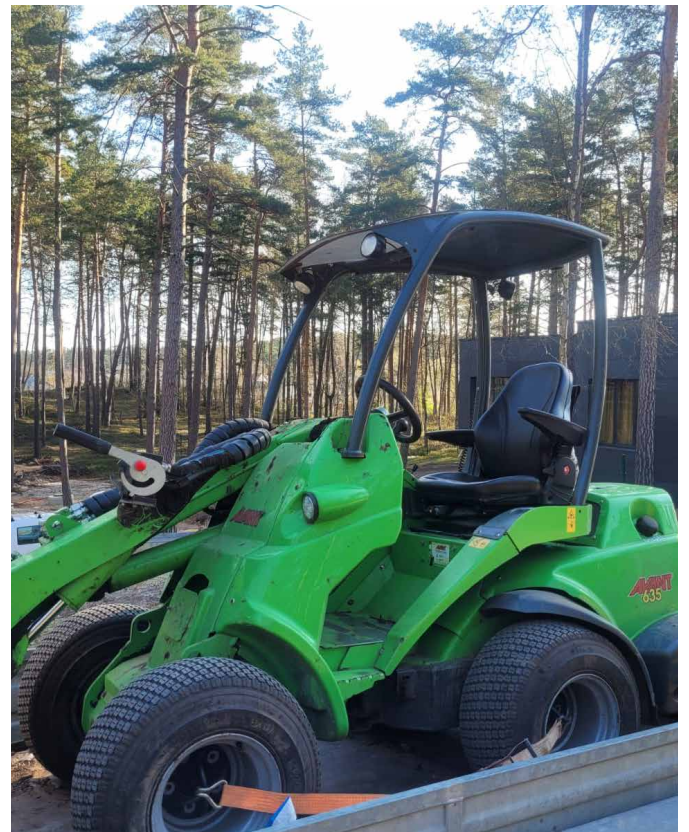
CARLAT ATTENDED PAVASARIS SHOW IN RIGA

Our UnitedSeats Dealer for Latvia Carlat attended the Pavasaris spring show on the 13-15th April, 2023 in Riga.

This show officially starts the agricultural season in the Baltic states. As you can see from the photos below Maris Stekels (MD of Carlat) did an excellent job to display a great range of UnitedSeats products and marketing materials.

We are also pleased to report that Maris indicated that the show went very well with a lot of interest, many new contacts and really great feedback about our seats. Luckily the spring weather in Riga was also very good for the show. Maris and his team have recently done some great installations with the Rancher Pro and Highlander Pro, and you can see our Air LGV35/ C2A mounted to an Avant 365 forklift by his customer (www.truncus.lv).

As always, we thank Maris immensely for his efforts.



JCB ELECTRIC DUMPERS FITTED WITH MGV35

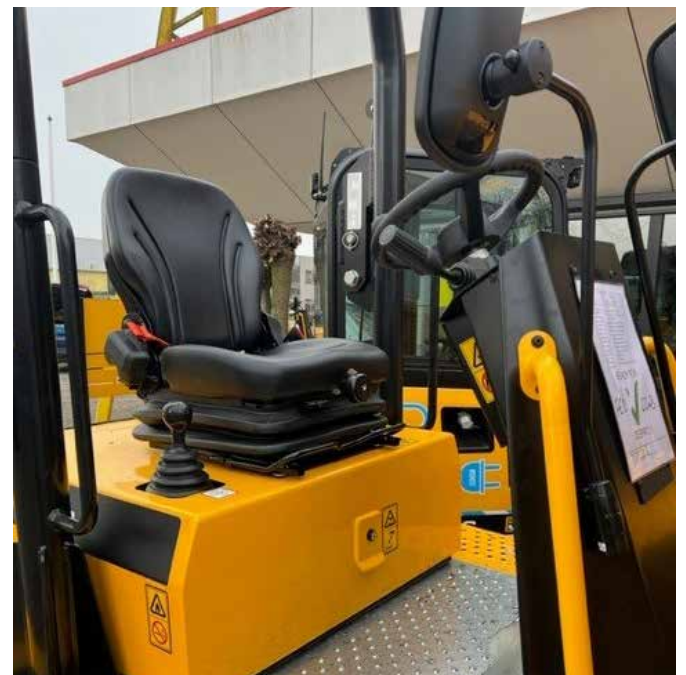


Our Sales Director, André P. Van der Hoeven, recently visited a JCB warehouse in Born, in the Netherlands, and was pleased to see our MGV35 fitted to the JCB E1T electric 1 ton dumper.

UnitedSeats have been supplying the MGV35 to the prestigious OEM, JCB, based in Rocester, Staffordshire, since 2022 with the seat being fitted to all of their dumpers across their range. The E1T dumper is part of JCB's E-Tech zero emissions range and we are pleased that the MGV35 is being utilised by several OEM customers on their electric vehicles.

The UnitedSeats team in the UK (David Hale, Michael Hale and Liam Wood) have been successful over the last 4 years in getting the MGV35 & MGV55 adopted by most of the leading site dumper manufacturers in the UK. This follows long periods of joint product testing.

In May, 2023, a new low SIP version of the MGV35 will be introduced, which will be ideal for retrofitting older site dumpers, small plant machines and older forklifts.



NEW KL4010 VS SEAT



UnitedSeats are happy to announce a new seat, the KL4010 VS, a small rear mechanical Vario suspension seat.

This compact tractor seat is aimed at the CASE IH 423 and IHC tractors from the 323 to the 540, specifically for vehicles built and distributed into the European market.

It matches the original seats, the Grammer DS20/4 and DS44/2 with mounting centres of 269mm and comes with 50mm suspension travel and weight adjustment up to 125kgs.

We envisage this being a popular addition to our seating range. You can find out more about the technical specifications on our website:

www.unitedseats.com

ROCCO PIECES: ARTICULATED DUMP TRUCK INSTALLATION

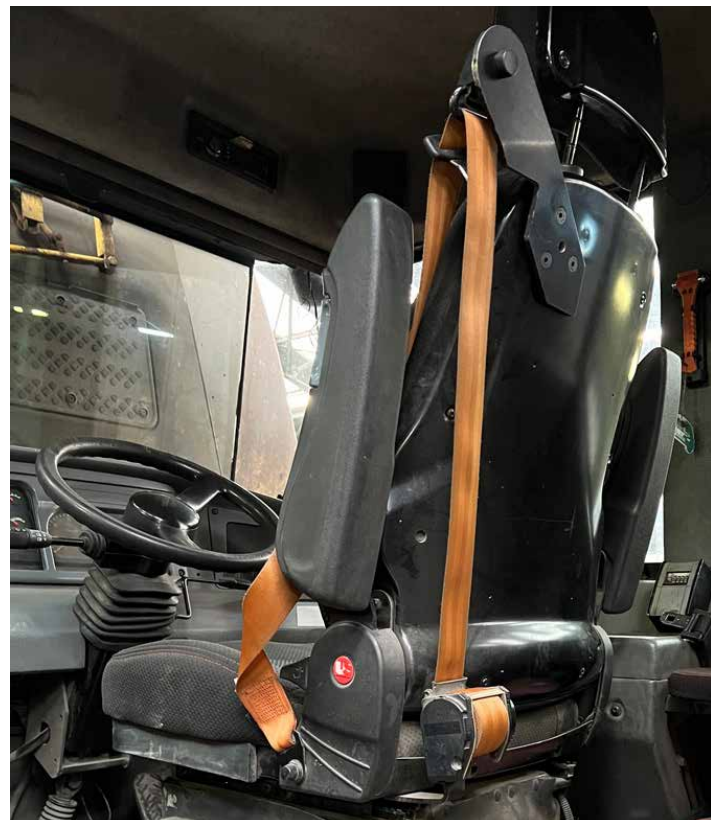


One of our newest French dealers, Rocco Pieces, located in the northern French town of Dunkirk has been making some good progress in selling our UnitedSeats products.

They do a lot of work with big industrial customers who run a big variety of construction machines and forklifts. One such company is the big steel producer Arcelormittal. On a recent joint visit Malik Lakhali (UnitedSeats Manager for France) joined Rock Santalone to view various machines.

One vehicle now fitted with a UnitedSeats product is this Volvo A35F. Arcelormittal are now insisting on having 3-point belt seats installed for safety reasons for driver protection.

In this case you can see a great example with our Air LGV120/C7 Pro 3-point seat nicely installed. We thank Rock Santalone and his team for making some nice efforts with the US range.



SEAT FOR TELESCOPIC HANDLERS



Telehandlers (Telescopic Handlers) are becoming a huge part of farms, construction sites and industrial activities.

These machines are made by OEMs such as JCB, CAT, Merlo, Manitou, JLG, Giant, Dieci and many others.

They provide a rough terrain forklift type capability and have become very popular over the last 20 years, with thousands of machines produced on an annual basis. UnitedSeats already supply several OEM'S in this niche.

For many older machines the original cabins were quite narrow and accordingly the seat needs to be limited to 480mm wide.

Other usual criteria is for the seat backrest recliner to be on the LH side, a seat safety switch and seat belt.

To this end we are now offering our CS85/C5G + switch (OE.203455) as a retrofit seat for these machines as many seats are now wearing out.

This seat is 460mm wide, has a full mechanical suspension with 90mm travel, plus a 60mm height adjustment. It bolts down at the commonly used 260mm centres and provides a comfortable but economic solution. Options include armrests and headrest.

This is now available from our UnitedSeats Dealers.



At UnitedSeats we are dedicated to providing a quality service from the initial quotation to final product delivery. Our commitment to service, knowledge and product availability has made us the preferred source for your seating needs.

WWW.UNITEDSEATS.COM

