



# UNITEDSEATS

## Off road seating manufacturer

### MOMENTUM CONTINUES

Heading into the last quarter of 2023, UnitedSeats is still showing great momentum building on the foundations of the Dealer Days and International shows over the last 12 months.

We have gained several new dealers in Austria, Finland, Canada, Zambia and Sweden, as well as growing with many of our current dealers. Our dealers, new and old, are making great efforts to promote the UnitedSeats products at local shows all over the world and contribute to the growth of our brand and product range.

We hope to continue this momentum at the Agritechnica Show, held in Hannover in November 2023. We will be exhibiting our range of agricultural seating including some new exciting products that will be key for us and our dealers heading into 2024.



### IN THIS ISSUE

- PAGE 2** Agrotech at Novi Sad Agricultural Fair
- PAGE 3** Independent Agri Parts at Driffield Show
- PAGE 4** UnitedSeats represented at Euroforest Show
- PAGE 5** Sumsertech attended FERCAM Fair
- PAGE 5** Mammouth attended Expo Malartic
- PAGE 6** UnitedSeats represented at Plantworx
- PAGE 7** Rocco Pièces visited UnitedSeats
- PAGE 7** Thomas Scott attended Royal Highland
- PAGE 8** Sanup become new dealer for Finland
- PAGE 8** UnitedSeats well represented by Sanup
- PAGE 9** Carpenter Goodwin at Royal Welsh Show
- PAGE 10** Independent Agri Parts Open Day
- PAGE 11** UnitedSeats represented at Libramont Fair
- PAGE 12** B.F. Equipment become new France dealer
- PAGE 12** Exhibitions and dealer events

## AGROTECH AT NOVI SAD AGRICULTURAL FAIR

**Milan Batanic** from our Serbian dealer **Agrotech**, proudly represented **UnitedSeats** at the 90<sup>th</sup> edition of the **Novi Sad International Agricultural Fair**.

The prestigious fair is a celebration of farming and agriculture in Serbia where an estimated 140,000

people visited more than 1100 exhibitors over 7 days.

Agrotech had our **Rancher** and **CS85/C1** on their stand and we hope that the fair brought many sales for them. We thank them for being a great partner for **UnitedSeats**.





## INDEPENDENT AGRI PARTS AT DRIFFIELD SHOW

UnitedSeats dealer Independent Agri Parts attended the annual Driffield Show in Yorkshire, UK on 19<sup>th</sup> July 2023. The weather, typical for the British Summer, was cloudy with the occasional rainfall, did not put off the crowd who were in good spirits.

The family run business were in full force with a vast stand with all things agricultural from a fully restored Classic Case tractor, down to kids toy tractors and everything in between. Ever hospitable, they had a great selection of hot and cold drinks, pork pies and sausage rolls for

a nice homely welcome to all of their customers.

Michael Hale and Liam Wood from the UnitedSeats UK team assisted on their stand where they had our CS85/C1, Rancher, Rancher Pro, W700 and the ever popular CS85/H90 with its classic

look really hitting the mark with the visitors. One visitor, who we supplied a C1 upper with a LGV95 suspension for his JCB telehandler, was very pleased with how flexible we were and the comfort of the seat.

We thank Steve, Jay, Paul, Sarah and Debbie for their efforts and we hope the Driffield show was a success for Independent Agri Parts.



# EUROFOREST FRANCE 2023

**Euroforest is a French forestry show which takes place every 4 years. This edition was held from the 22<sup>nd</sup> to the 24<sup>th</sup> of June in Saint-Bonnet-de-Joux. It's one of the biggest Agroforestry Shows.**

With this Euroforest show, UnitedSeats have been well represented by two of their dealers: Azur Siège and B.F. Equipement.

Azur Siège was exhibiting in Area F. Marc and Jimmy were really happy with the attendance and received a lot of visitors.

On the other side, area H, B.F. Equipement were also exhibiting. Vincent was very pleased with the interest of various customers towards the seats.

There were also some nice examples of our MG25/C1 in a MAAC Mangusta Mini Loader and our MG25, MG35 and C1 fitted to some other Forklifts and excavators.

We thank Azur Siège and B.F. Equipement for representing UnitedSeats and hope the show was a success for them both.



## SUMSERTECH AT FERCAM FAIR IN MADRID

Our Spanish dealer Sumsertech, attended the FERCAM national field fair, held in Manzanares, Madrid, Spain. The fair took place from 28<sup>th</sup> June to 2<sup>nd</sup> July 2023.

The FERCAM fair, which has been held annually since 1960, was marking its 61<sup>st</sup> edition, celebrating all things agricultural from machinery, livestock and food produced from all over Spain.

Sergi & Luis had our Rancher Pro, LGV84/Top35, MG35 and CS85/C1 in PVC on the stand along with the MG35/1050 SM small tractor/vineyard tractor seat.

We hope the fair was a success for Sumsertech and we thank them for being an excellent representative of UnitedSeats.



## MAMMOUTH ATTENDED EXPO MALARTIC

Our Canadian dealer, Mammouth Equipements, attended the Expo Malartic show for forestry and mining on 17<sup>th</sup> & 18<sup>th</sup> May 2023. They are one of our newer dealers and this was their first show showcasing our products.

Based in the town of Saint Come, Quebec, they are a construction specialist with over 50 years experience selling new and used heavy equipment parts.

They showed our MG35/120/C8 Pro and CS85/C1 seats on their booth, along with the ISRI 6500KM/348 CDC supplied by EBLO.

We thank Alex and the team for their efforts and we hope the show was successful for them.

# UNITEDSEATS WELL REPRESENTED AT PLANTWORX

Plantworx took place in Peterborough, England, running from 13<sup>th</sup> to 15<sup>th</sup> June 2023. It is one of the main shows for construction and plant machinery in the UK. There were various manufacturers showcasing their new products and undertaking live demonstrations of the products throughout the day.

UnitedSeats products were well represented by several manufacturers at the show. Our MG35 & MG55 models were shown on the Mecalac dumpers, Sunward Excavators, SANY excavators, JCB Dumper, XCMG and Liugong machines.

Our LGV90/C2 was featured in Devolons (Formerly Doosan) DL80-7 compact wheel loader. It also

starred in Mecalacs all new REVOTruck, the pioneering rotating cabbed dumper which took a prominent place on their stand. This version of the LGV90/C2 was specifically designed for the award winning dumper and includes premium armrests, switch, ALR Hi Viz belt allowing it to meet EM1, EM3 and EM4. They also had our MG35 & MG55 seats on their 3,6 & 9 tonne dumpers. UnitedSeats were well represented by the show sponsors.

Our low profile air suspension LG35/C2 was also featured on Kubota electric wheel loader RT220-2e.

Two of our US dealers, HTS Spares and TEK Seating, were also presenting their products and we hope it was a successful show for them.



## FRANCE DEALER ROCCO PIÈCES VISIT UNITEDSEATS

In June, Rocco Pièces owners Rock and Fabienne Sansalone visited the UnitedSeats HQ in Zwijndrecht, the Netherlands, where they were welcomed by Karim M'Harthi and Malik Lahkal.

Rocco Pièces, based in Loon Plage, Dunkirk, in the North of France, have been a UnitedSeats dealer since 2022. During their visit we discussed our ongoing partnership and took a tour of our facilities.

Rock, Fabienne and the rest of their team have made a strong start as a US dealer, showing great enthusiasm for our products.

Malik and Karim handed them their very own dealer tin plate and they were very pleased with the visit. We look forward to seeing them again soon!



## THOMAS SCOTT AT THE ROYAL HIGHLAND SHOW

Thomas Scott exhibited at the prestigious Royal Highland Show held in Ingliston, Edinburgh where the best of Scotland's farming and agriculture was celebrated. Some 217,000 people attended, including some high profile royalty and Scotland's first minister, Humza Yousef.

Wullie and Graham, from Thomas Scott, were joined

by Michael Hale from the UnitedSeats team. They had a high variety of UnitedSeats products on the stand including our MGV120/C8 Pro, Rancher, CS85/C1, MGV84/C1 and various pan seats such as the Mi600 yellow and Mi560.

We thank Greg and his team for their efforts at the show.



# SANUP BECOME NEW DEALER FOR FINLAND

Following our recent mini dealer days, Oy sandman-Nupau AB, or Sanup, as they are known, have become an official UnitedSeats dealer for Finland.

Established in 1901, they have been providing supplies and spare parts to manufacturers in the agricultural, forestry and boating sectors through Finland and Scandinavia.

Sanup, based in Helsinki, have an experienced and well-established team, and we are looking forward working with them.



# UNITEDSEATS WELL REPRESENTED BY SANUP

Finland's largest professional event in the transport sector, the Kuljetus 2023 trade fair, was organized on 25-27 May 2023, at the fair center Paviljong in Jyväskylä, Finland.

The transport fair gathered more than 200 exhibitors to present the industries' novelties, trends and best solutions and offered a record-breaking coverage of

the transportation industry, featuring the latest heavy and light transport equipment in Finland and from even across Scandinavia.

Sanup introduced the UnitedSeats Rancher, MGV55 and also show cased the ISRI 6860/875 seat supplied by EBLO on their stand. It was the first time showing the UnitedSeats brand and there was a lot of interest in the seats. Thank you Sanup team!







## CARPENTER GOODWIN AT ROYAL WELSH SHOW

The much anticipated Royal Welsh took place in Builth Wells, Wales from 24<sup>th</sup> to 27<sup>th</sup> July, 2023. With its vast array of livestock and equine competitions, agricultural activities, display stands and entertainment, visitors were excited to visit the annual event, which is the largest in mainland UK attended by over 270,000 people.

Carpenter Goodwin, based just over the border in Leominster, England, had a large stand selling farming tool essentials and it is in fact a version of their shop, divided into Sealey, Vapormatic, Kramp, Exol and UnitedSeats products and manned by representatives of each company. Richard, Matt, Reece and Henry were assisted by the UnitedSeats

UK team of David Hale, Michael Hale and Liam Wood over the course of the week. They displayed the CS85/C1, in both black and brown trim, CS85/H90, the Rancher, LGV90/C1 and GS12. Together with the team many sales and enquiries were handled on the stand.

It was also good to see our MGV35 on the Merlo E-Worker 25.5-90 Telehandler, our LGV35/C2 on the Kubota RT220-2e mini wheel loader and our MGV35 and MGV55 on various Sany Excavators at the show. A big thanks goes to the Carpenter Goodwin team. We look forward visiting the Royal Winter Fair with them later in the year.



## THE INDEPENDENT AGRI PARTS HAVE SUCCESSFUL OPEN DAY

The Durkin family based near Filey in North Yorkshire recently held an open day to celebrate one year of ownership of The Independent Agri Parts (IAP), and the opening of their new Powered by Kramp (Pbk) store.

The Independent Agri Parts was formerly based in East Devon but purchased by the Durkin's in 2022. Since this time, they have been reshaping their premises and stock, whilst running their farm, agricultural contracting, and tractor restoration business.

In January, 2023, they presented UnitedSeats at the Yams farm show in York and on July 16th 2023 they have attended the nearby Driffield show. The Pbk store is one of only 12 existing stores in the UK and is a new retail concept for the giant Kramp company. So Kramp UK HQ was pleased with this open day.



Apart from helping to organise this event Kramp's video production team took extensive footage to process in their marketing and for IAP also to use. David Hale and Liam Wood were there to answer farmers questions and demonstrate our seats: the Rancher Pro, Rancher, CS85/C1 AR, CS85/H90 AR, LGV84/C1 AR, Vario 5010 SM and W700.

The very warm weather contributed to the day, and we thank Paul, Steve, Jay, Sarah, and family for their efforts on our behalf.





## UNITEDSEATS AT LIBRAMONT FAIR

UnitedSeats' Malik Lakhali visited the Libramont Fair in Belgium, one of the largest outdoor fairs for agriculture and forestry in Europe. It welcomed over 200,000 visitors over the 4 days, visiting the 700 exhibitors on display.

Malik saw many exhibitors showing our UnitedSeats products on their vehicles at the Libramont show. Giant Tobacco, our long standing partner and largest OEM customer, proudly had our LGV90/C2 fitted to the G5000 telescopic wheel loader, MGV35 on the G2200 mini loader, MGV55 on the GT5048 telescopic handler and C2 upper on the G1200 HE wheel loader.

Knikmops also had our CS85/H90 and MGV25/C1 installed on their mini shovels. Several other manufacturers including Thwaites, JCB, Sany, Sunward, XCMGV and Merlo all had our MGV35 and MGV55 seats on their vehicles.

As ever, it is fantastic for the UnitedSeats brand to be well represented at these events, where we are proud to be involved with each OEM customer.



## B.F. EQUIPEMENT BECOMES NEW DEALER FOR FRANCE



UnitedSeats is pleased to announce that B.F. Equipement is a new UnitedSeats dealer for France. B.F. Equipement, a seat specialist who offers a large variety of seating for a vast range of applications, is based in Saint-Egreve, near Grenoble in the south-east of France.

They have been a customer of EBLO Seating for some time and after having conversations with Malik Lakhali, they are now an official stockist of the UnitedSeats product. They already showcased our UnitedSeats brand at the Euro Forest show held in Saint-Bonnet de Joux, on 22<sup>nd</sup> to 24<sup>th</sup> of June.

We look forward to work closely with B.F. Equipement and continue building on our business together.

## Exhibitions calendar

### Agritechnica 2023 (Germany)

12<sup>th</sup> - 18<sup>th</sup> November 2023

Attending: UnitedSeats & EBLO

### Intermat 2024 (France)

24<sup>th</sup> - 27<sup>th</sup> April 2024

Attending: UnitedSeats & EBLO

## Dealer events calendar

### Expo Pesca & AcuiPeru (Peru)

6<sup>th</sup> - 8<sup>th</sup> September 2023

Attending: Overall Equipment

### Entreprenad live 2023 (Sweden)

7<sup>th</sup> - 9<sup>th</sup> September 2023

Attending: Förarmiljö AB

### Austrofoma 2023 (Austria)

26<sup>th</sup> - 28<sup>th</sup> September 2023

Attending: Best Seating

### Sommet de l'Elevage 2023 (France)

3<sup>rd</sup> - 6<sup>th</sup> October 2023

Attending: Azur Siège France

### Newark Vintage Heritage Show 2023 (UK)

5<sup>th</sup> - 6<sup>th</sup> November 2023

Attending: Tractor Parts UK

### Smopyc 2023 (Spain)

21<sup>st</sup> - 25<sup>th</sup> November 2023

Attending: Sumsertech (SST Componentes)

### Royal Welsh Winter Fair (UK)

27<sup>th</sup> - 28<sup>th</sup> November 2023

Attending: Carpenter Goodwin



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

