



(left to right)
Patrick Fredriksson, Sales
Office West, Göteborg,
Bjorn Forssberg, Managing
Director Beckhoff Sweden
and Hakan Brandt, Sales
Office South, Malmö.

→ The automation specialist Beckhoff and the Swedish distributor TR Electronics Sweden AB have a long-standing successful co-operation. The success has resulted in establishing a Beckhoff's Automation AB subsidiary in Stockholm. The new Swedish subsidiary will facilitate further expansion of Beckhoffs position in the Swedish market.

Beckhoff Sweden

Presence in Scandinavia strengthened

Beginning July 1, 2002, the subsidiary will take over sales of Beckhoff products from TR Electronics Sweden AB. TR Electronics and Beckhoff established a business relationship in 1990. This was one of Beckhoff's first official foreign agencies. Currently, Beckhoff has representations in 30 plus countries through subsidiaries or partner companies.

The new managing director of Beckhoff Sweden is Björn Forssberg (54), founder of TR Electronics Sweden. Reflecting on the past, Forssberg said that the first major breakthrough occurred in 1993, when Volvo Torslanda became a customer for the Lightbus I/O system. Today, Beckhoff sells the complete range of "New Automation Technology" products on the Swedish market. The head office of the Swedish subsidiary

is located in Täby, 20 km northwest of Stockholm. Additional sales offices in Göteborg and Malmö ensure customer focus in western and southern Sweden. Björn Forssberg is supported by an experienced team, consisting of two sales and support engineers and two admin staff, who were also taken over from TR Electronics Sweden. Their knowledge of the Swedish market and long-standing experience with Beckhoff products will ensure support of existing customers and new customers. The most important industries for the manufacturer of PC-based control technology are the Swedish metal and metal processing industry and the timber processing industry. Hans Beckhoff, Managing Director of Beckhoff, comments on the decision of estab-

lishing a Swedish subsidiary: "Beckhoff's independent representation in Sweden and also in Finland demonstrates the significance of the northern European market for the automation industry. The market is particularly keen to embrace technological progress."

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