

OilQuick[®] news

April
2010



A word from the Managing director

Between April 19-25 the worlds biggest trade fair for construction equipment, Bauma 2010 takes place in Munich, Germany.

This year we are exhibiting for the 6th consecutive time (the trade fair takes place every 3rd year). This is our largest marketing investment in the history of our company. We will be exhibiting the full range of our fully automatic quick coupler systems for excavators and a selection of quick couplers for wheel loaders. An excavator of 25 tons equipped with the OQ 7055 quick coupler system will be demonstrating the process of attachment changes from a wide range of mechanical and hydraulic attachments.

The most exciting news of the year is our newly developed quick coupler system OQL 200, made for smaller wheel loaders. The system will be demonstrated on a Caterpillar 907.

The OQL 200 is mainly designed for the German market, it is however of interest for anyone with a compact wheel loader in the 2-5 ton range. BAUMA is an important part of our international marketing plan. As the Germans would say: "If you aren't at BAUMA you don't exist".

During the last week of May we will be showcasing our products at Maskinexpo. We will be unveiling an exciting new innovation... This is all I can say about that at this point.

We are constantly developing our products and product offers. The latest news are our range of OilQuick tiltrotators along with a supplementary range of buckets and tools for use under the tiltrotator. This way, the customer can acquire a complete tool system from us.

As familiar it has been a rough period in our line of business with a decline in machine sales of about

60-70% but despite this we have continued our marketing effort in Sweden as well as abroad. I am fully convinced that we have seen the bottom of the recession this time, the future looks brighter.

If you visit any of the mentioned trade fairs you are more than welcome to visit our stands for interesting information and refreshments.

Åke Sonerud, Managing director OilQuick



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DemCom

A merger of Lodab Maskin AB and Entreprenad AB Sven Segerström

DemCom carries out demolition, recycling and sanitation all across Sweden.

Since about a year back they have their excavators equipped with OilQuick's products. -We can use the right tool for the right moment in a totally different way now, says Sven Segerström. DemCom's business activity consists mainly in demolition of industrial buildings, they were also contracted for the demolition of landing strips at Arlanda airport.

Environmentally important

-A big part of the job is to sort out plaster, wood, insulation and other materials, Says Sven Segerström who has 25 years of experience in the demolition business. He sees many big advantages with using the OilQuick quick coupler system. - We are working hard to protect the environment and these products minimize oil spills which is very important to us from an environmental perspective as well as economically.

Since we change tools many times per day, we previously had problems with oil spills. This has more or less been eliminated with the use of the OilQuick system.

Right tool for every job

Today they have six excavators with quick coupler systems from OilQuick. -We can use the right tool for the right moment in a totally different way now. Before we ended up using the same tool for too long since it was a lengthy procedure to change tools. Nowadays, changing between the tools we use is done smoothly.

Reduced hose repair costs

Another problem that has been eliminated is hydraulic hoses that were torn apart during demolition and transport. It avoids big costs for hydraulic hoses. Sven Segerström has no plan to change a winning concept. -We have already ordered more machines, all of which will be equipped with OilQuick's products.

DemCom facts

Founded: The company was registered on the 26th of November of 2009 when the two companies were merged.
Employees: 80.
Turnover: Ca 25 million EUR.



Given success

The Hudiksvall based companies Huddig and OilQuick are breaking new ground together. Huddigs backhoe loader equipped with OilQuick's quick couplers are a given success.

-It gives mutual success, says Pär Eriksson, marketing manager at Huddig. At one side of town is the backhoe producer and on the other side is OilQuick. If you get in the car is it takes less than five minutes between the companies premises.

-We are in the same town and we both bring customers from all over the world, so why not make use of each other. We can for example have joint customer events and use each others customer networks, says Pär Eriksson.

Both the companies products goes hand in hand.

-It is mainly OilQuick's quick couplers, tiltrotators and Grab John buckets that we equip our machines with.

-Almost all machines for export are equipped with a Grab John bucket, says Eriksson.

He can see big advantages with OilQuick's quick couplers.

-The coupler is a small part of a big machine, but without it it doesn't work.

A small but simply an essential detail. OilQuick has flexible and versatile systems and our machines have those properties as well.

To me that combination is a given success. Pär Eriksson also sees the good opportunity of making use of OilQuick's customer network. -We can make use of them and get into markets where OilQuick is an established brand.

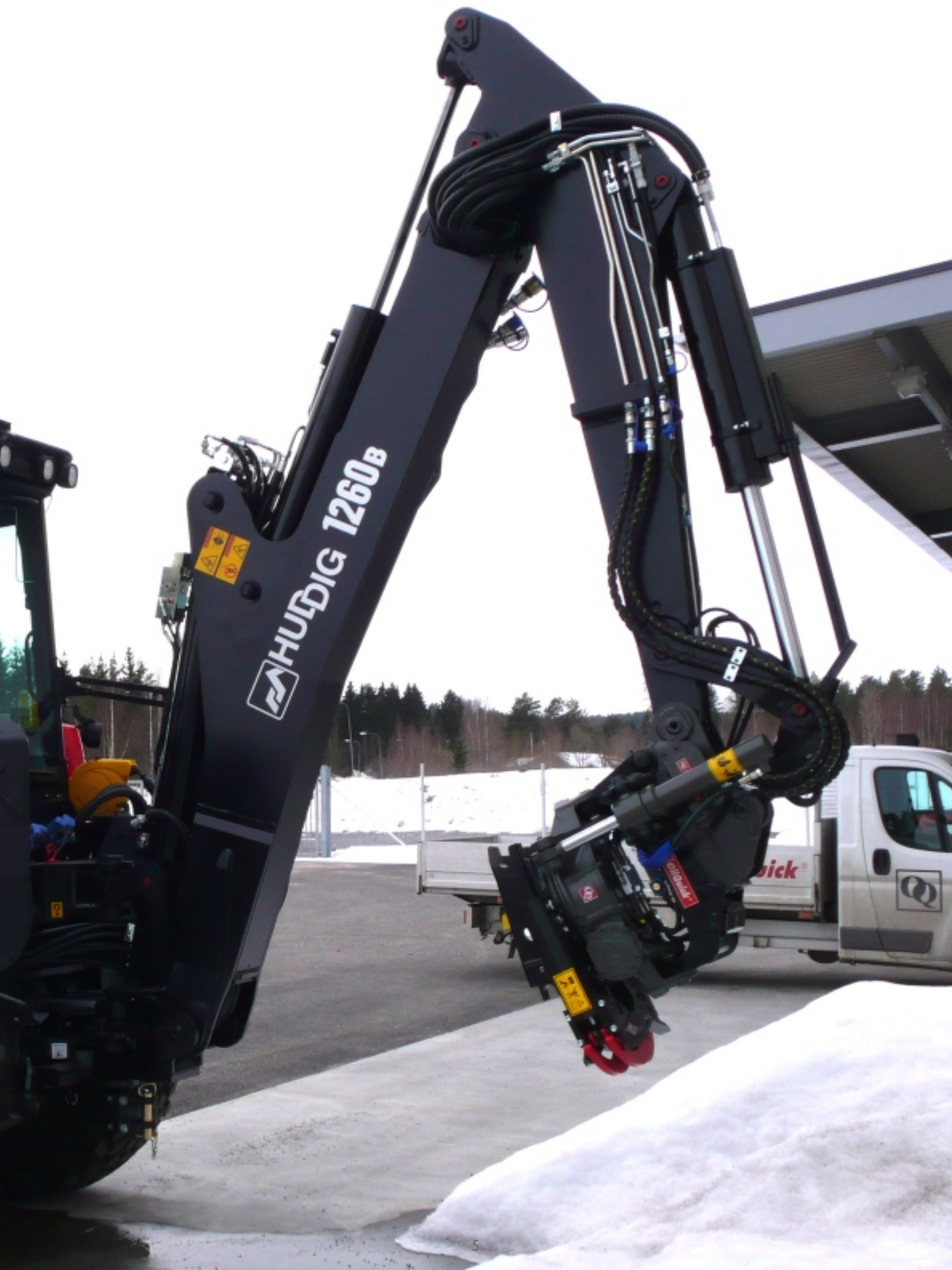
Lars Blom, Sales manager at OilQuick is pleased by the fact that both companies are making use of each other.

-We are two companies with focus on the highest level of quality and service. We are both market leading within our niche.

-Of course we want to cooperate to reach united success, says Blom.

Both OilQuick and Huddig will be present at the Bauma trade fair in Germany between April 19-25. All of Huddigs machines will be equipped with OilQuick's products.







Kjell-Åke has been there from the start

Kjell-Åke Sandén has been there since OilQuick's first product for wheel loaders came in 1996.

-There are only advantages says Kjell-Åke who now has his fourth machine equipped with OilQuick's quick coupler system.

Superb electrical couplings

Today he is running the one man company Kjell-Åke Sandéns Maskintjänst and his main type of jobs are landscaping in Falköping and its surroundings in Sweden.

At his service he has a Volvo L110F with an OQL 300 quick coupler.

-The biggest advantage as I see it is that you don't have to leave the drivers cab every time you need to change tools and since it became possible to connect the electrical couplings automatically I think it is a superb system, says Kjell-Åke.

It gets very comfortable

In his toolbox he has a V-plough, pallet fork, soil mixing bucket, material handling arm an attachment bracket with angular movement. Kjell-Åke estimates the number of times he changes tools each day to between 20-25 times. -When i did it manually and there was a problem, 5 minutes passed easily. Today, everything is done in a matter of seconds, I don't have to go out and I save a lot of time. It gets very comfortable and I don't mind that, says Kjell-Åke laughingly.

Very good service

He is now using his fourth machine with OilQuick's quick coupler system and there is definitely no plan to change strategy. -It has never been a plan. Another good thing is that if something breaks, which is inevitable in the long run, OilQuick has a very good service and spare parts arrive at once.

OilQuick crane coupler

The municipality of Jönköping has invested in quick coupler systems for lorry cranes



The quick coupler enables tool changes in seconds, for both mechanical and hydraulic tools.

-I don't know how I managed to do without it before. OilQuick is brilliant says the driver, Johnny Ingvarsson.

Revolutionized our work

The municipality invested in their first quick coupler system in 2006 and today there are 10 trucks equipped with OilQuick quick couplers.

Stig Jägerstedt, transport manager in the public works department of Jönköping municipality, is very pleased with the product.

-It has revolutionized our work.

He saw OilQuick for the first time at a trade fair in Jönköping and understood at once that the quick coupler would solve a big part of the daily problems he came across at work. For example, every time the driver parked the spreading bucket in the garage, the bucket had to be disconnected from the crane. Hoses with residual pressure that had frosted and a troublesome locking bolt made it an inconvenient and time consuming task.

-After the investment of OilQuick, the same job is done in a matter of seconds and furthermore we avoid oil spill and greasy hoses, says Stig.

No day is like the other

The trucks of the municipality of Jönköping are nowadays used as excavators with lorry cranes and service trucks, where buckets, grabs and hoisting hooks are OilQuick adapted. Johnny Ingvarsson assists the municipality in various facility- and maintenance jobs such as maintenance of roads, green areas, water and sewage.

- No day is like the other and when I take off to a job I bring the whole arsenal of tools on the back of the truck, says Johnny.

He thinks the job has been eased significantly thanks to the municipality's investment.

-I quickly change from a wide bucket to a narrow bucket to dig a hole in the ground. if someone needs help with paving, I'll change to a grab or narrower bucket and thanks to the cranes scope, you don't destroy the surrounding ground. OilQuick is brilliant.

77 tool changes in a day

Per Johansson counted the number of tool changes to 77 in a day. Shortly after, Per chose to invest in an OilQuick system.

-I don't understand how I could do it before, Per says. He started his company in 1975 and shortly after he was hired by the municipality of Varberg, which today is his only but really big customer. -I have a contract for three and a half more years where i sanitize and replace water and sewage mains in the inner city of Varberg. It is a big project, he says. As help he has an OilQuick tiltrotator, grapple module and pallet forks.

A lot of oil spill and time

A few days before I started using the OilQuick products i enjoyed myself counting the amount of tool changes. I reached 77 times in a day which meant a lot of spilled oil and

time, he says.

-How much time would you estimate that you spent on changing tools every day?

-Every tool change took at least three-four minutes and I was pretty tired of that part of the job so I didn't really rush it either. Without exaggeration I can say that at least two hours were spent on changing tools.

Never more than 20 seconds

-Firstly it is very comfortable to be able to stay in the drivers cab and it rarely or never takes more than 20 seconds to change tools. Another advantage that Per Johansson has discovered is that he now uses the right tool for the right job. -Before it was easy to become a little bit lazy and used the same tool too long instead of changing, which resulted



in a reduction of the tools life span. There was simply a lot more of taking chances. Per has used OilQuick's products for almost 6 months and he is already measuring the time in his life in a different way.

Before and after OilQuick

-It is BEFORE and AFTER OilQuick came into my life that it's about now. There is not a chance that I will change to something else now when I've seen all the advantages.

International market situation

Germany

Germany has had a constant growth dating 10 years back and that it sloped a bit during 2009 was not too surprising when this line of business had a rough year.

The germans have now made a big turn around since they today are 25% above the peak in 2008. It is mainly the sales of quick couplers for excavators that increases. When it comes to Germany we have high hopes for the trade fair in Bauma which attracts half a million visitors with a majority of germans.

Switzerland

Switzerland was the market that did the best last year and the fact is that they keeps even pace with their figures from 2008.

Our Swiss distributor Gebrüder Egli

has sold quick couplers for large excavators up to 100 tons for many years.

Now they have even entered the market for Caterpillar excavators in the smaller range of weights between 8-15 tons.

Norway

Our norwegian dealer has since 4 years back been working with the three biggest demolition companies in Norway: AF-Decom, PeWe and Dokken. Despite the slope in 2009 we have continued to deliver equipment there.

OilQuick's tiltrotator has received good response in Norway, just as in Sweden. Alongside Switzerland, Norway is the market that has made it best through a rough time and we see a great potential of growth in out neighboring country in the west.

France

France, where we have been active for just over 6 years now has two big demolition companies which have equipped their machines with OilQuick. In addition, we have lately sold a number of quick coupler systems which should leave a ripple on the water for further sales.

England

England has been hit hard by the current recession. We have been active there for a year and a half. The biggest customer has a demolition company which after a period of evaluation is very satisfied and will equip their fleet of machines shortly.

New markets

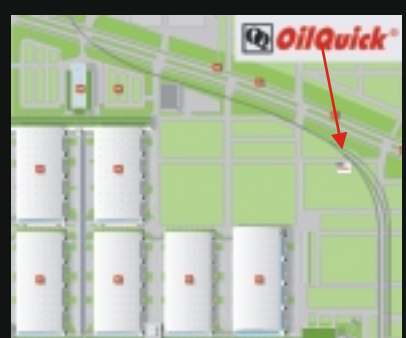
We have new distributors in Canada, Italy, The netherlands and Japan. We see these markets interesting with big potential.

Visit us at Bauma 2010

You are welcome to visit us at our outdoor booth F7/707/6, where we will give you news and show our range of products.



**Bauma
2010**
April 19-25



OilQuick at Maskinexpo

You are welcome to visit us at our booth - Y16, where we present something totally new and our full product range.



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