

Press Release

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Reflex and Armatec launch cooperation in Sweden

Armatec becomes the main distributor of Reflex's products for pressure maintenance, as well as air and particle removal, in Sweden starting April 1, 2018.

The new cooperation includes both new sales and technical support for Reflex products on the Swedish market. SGP Armatec AS already represents Reflex products in the Norwegian market and has more than 30 years of deep knowledge and experience, which will be incorporated in the new expanded cooperation.

The cooperation is part of Reflex's global strategy of reaching the market through market leaders who are experts within their industry and the applications that exist in their geographic markets. Armatec will offer the entire Reflex product range consisting of energy efficient, easy-to-install and innovative products that are economically sustainable from a lifecycle perspective and provide low maintenance costs.

Reflex's product range focuses on solutions that emphasise the synergies of Reflex's product divisions. "Thinking solutions" intensifies the brand profile and emphasises the entire approach, which goes beyond products and underpins competence in the systematic design of systems. Complete interlocked solutions are offered and combined into efficiencies by accompanying services which offer outstanding benefit dimensions in the competitive environment. Reflex is a leading brand manufacturer and solutions provider of high-quality systems for the smooth operation of water-carrying systems in supply technology and modern HVAC.

Armatec, part of Ernströmgruppen, is a leading company within the flow technology industry and develops customized concepts and solves technical challenges in water, heating, cooling and process industry.

- With this new sales partnership with Armatec, Reflex is looking forward to expand its footprint through all Swedish territory and take a significant step toward market share development in both construction and industrial project markets, says Frederic Passot, Regional Sales Director Western Europe Reflex.
- Reflex has a market leading position, a way of doing business and a culture that correspond very well with the Armatec Group. Reflex's complete product range ramp up the Armatec "Effergi" offer portfolio of sustainable, energy efficient solutions. Our cooperation will also secure a continuous product development meeting future needs. This partnership fits well into our growth strategy and strengthens our position in the Nordic market, says Eva Karlsson, CEO Armatec Group.

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Armatec Group is a knowledge-based company that develops customized concepts for water, heating, cooling and process industry in the Nordic region. Armatec is owned by Ernströmgruppen and headquartered in Sweden with subsidiaries in Denmark, Norway and Finland, with annual sales of SEK 750 million and 205 employees. The company was founded in 2003 but has over 60 years of industry experience, and represent strong brands such as Alfa Laval, Bernard Controls, LESER and Flowserve in the Nordic market.

Ernströmgruppen is a private industrial conglomerate that develops and acquires well-managed companies within selected future niches. The business model is based on combining the best of small business enterprise with the great company's strengths such as stability, structure and exchange of experience. The business group includes 19 niche companies such as Armatec, Armaturjonsson, Erab, Mec-Con, SGP Armatec AS, Retherm Krüge Piping Systems, REC Indovent. The corporate network, as in 2016 for the fourth consecutive year, achieved all-time high profits, sales of about SEK 1.5 billion and has over 600 employees in the Nordic and Baltic countries

Reflex Winkelmann GmbH is one of the leading suppliers of high quality products for heating and water supply technology. With headquarters in the Westphalian city of Ahlen, the company develops, produces and sells expansion vessels in addition to components and complete system solutions for pressurisation, water make-up and degassing as well as hot water storage tanks and heat exchangers. Reflex Winkelmann GmbH is the driving force for the business unit Winkelmann Building + Industry within the Winkelmann Group.