



## Strategic agreement between OEM Automatic and KUKA Nordic provides momentum in sales

*Through a collaboration between the automation company KUKA Nordic and OEM Automatic - a leading distributor of automation components - KUKA's cobots will be effectively distributed in Sweden, Finland and the Baltics. - "With KUKA in our palette of suppliers, our customers get access to cobots from a world-leading robot manufacturer," says Jens Kjellsson, CEO of OEM Automatic. - "The agreement means that our presence will increase significantly in the Nordic market," says Joacim Lorentsson, CEO of KUKA Nordic.*

The agreement between OEM Automatic and KUKA Nordic gives a real boost to sales.

- "OEM Automatic has a strong representation in the market and well-developed marketing and sales channels. With their help, we will gain further momentum to grow in the Nordic and Baltic markets," says Joacim Lorentsson.

Cobots are also perfectly suited for distribution via an external partner, as it is a type of robot that does not require programming skills. Instead, the robot learns the movements by the operator moving it with his hands.

- KUKA's collaborative LBR iisy robots complement our other offerings very well," says Jens Kjellsson.

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OEM Automatic, founded in 1974, is one of Europe's leading suppliers of components for industrial automation with about 50,000 items in its range. They have around 200 employees and a turnover of SEK 1.1 billion. The company is based in Tranås and is a subsidiary of the OEM International group with operations in 15 countries.

- "We have chosen to cooperate with an experienced company with great expertise and which is very good to deal with. OEM Automatic will now be our extended arm in the market and I see this as a very long-term partnership," says Joacim Lorentsson.

KUKA is one of the dominant companies in intelligent automation globally, with over 15,000 employees and a turnover of approximately EUR 4 billion. With successful investments in energy efficiency and software adapted for industries at the technological forefront, the company is well established in a number of different segments: automotive, electronics, food, medicine, logistics and e-commerce, among others. The head office is located in Augsburg, Germany.

- "KUKA Nordic is a player that we know well and have only good experiences with. They deliver robots and software at the absolute cutting and the agreement with them is strategically important and a success for us," says Jens Kjellsson.

## KUKA Nordic

KUKA is a global automation corporation with sales of around 4 billion euro and roughly 15,000 employees. The company is headquartered in Augsburg, Germany. As one of the world's leading suppliers of intelligent automation solutions, KUKA offers customers everything they need from a single source: from robots and cells to fully automated systems and their networking in markets such as automotive, electronics, metal & plastic, consumer goods, e-commerce/retail and healthcare.