

Eltraco Group accelerates the future and divides their activities in 2 individual companies

Ballerup, Denmark – Eltraco Group, global supplier within the new and used SMT equipment market, announces today - 15th of August - that the company splits into 2 companies; Eltraco A/S and SMT House AB.

Eltraco A/S, will continue the already well established focus on new SMT equipment, consumables and software in the Nordic electronic manufacturing market, whereas the new SMT House will introduce a new concept to the SMT market by offering the possibility to rent a brand new flow-line. SMT House will also take over the 2H equipment activities from Eltraco A/S on the global market.

“The split is a result of the continuing effort to support the development in the SMT market, but also to reflect the Eltraco Group’s long-term strategy to focus and strengthen the two companies’ respective areas and concepts says Mikael Thomsen, future Managing Director of Eltraco A/S. The only thing changed is that Ole Thers, former Manager at Eltraco A/S, will be heading SMT House instead. Our goal is still to improve the response to our customers demand by using our service network and proven technology which is still backed up by the same experienced team and well-known suppliers.”

With today’s launch of the flow-line renting concept, SMT House is introducing a new chapter in the leasing history. “Renting concepts is not a new thing. Today you can rent almost everything from cars, computers to real estate. So, we thought - why not SMT equipment?” – says Ole Thers, Head of SMT House. “We believe that the future is all about staying ahead in the game. And if you – as a production company - wish to combine green and lean production and at the same time keep up with the technology pace, you need to renew your flow-line very often - and this requires large sums of cash flow. So to meet this constant changing demand in the SMT market we came up with the renting concept idea, which allow every company to rent their own SMT flow-line”.

SMT House can provide a variety of tailor-made SMT equipment solutions, but offers as a standard 2 renting solutions; CLASSIC and PREMIUM flow lines. Both solutions consist of a down payment and 36 months renting contract – including full service and warranty in the PREMIUM package. A renting period of 18 months to a higher monthly rate is possible as well as the down payment can be made with 2H equipment.

“The flow line machines we provide are all up-to date and well supported. In the monthly rate we include a complete installation and training package tailor-made for each company’s specific needs. It is a clear and very affordable solution to every production company at the electronic manufacturing market. So, now there is no excuse not to have the latest technology in the factory”, concludes Ole Thers.

Having both new, 2H and renting capabilities gives both Eltraco and SMT House a unique competitive advantage. “Because of our knowhow, long-term experience and excellent business relations we are qualified to become a leading supplier within the SMT market, says Ole Thers. The SMT House renting concept has already been offered to a certain numbers of customers in the Nordic region but is, from today, also available at the global market.



For more information about the company division or to learn more about the renting concept, please contact Managing Directors, Ole Thers + 45 2530 3635 / Mikael Thomsen +45 3070 3635 or visit www.smthouse.com or www.eltraco.com.

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Eltraco Group

Eltraco Group was founded in Sweden in 1994 – today the company and demo center it is located in Denmark, 20 minutes from Copenhagen Airport. The group sells new and used SMT equipment worldwide. The group has established a large network with more than 40.000 customers, and re-sellers from Brazil to North America, Europe and in the Asia Pacific region. Eltraco Group represents a number of acknowledge suppliers, and is able to offer the customers “one stop - shopping concept”. The sales team and service technicians have together more than 70 years of experience from the electronic industry.

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