

Press Information

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BROKK AB acquires its distributor in France

Brokk AB, the world leading manufacturer of remote controlled demolition machines, acquires its distributor in France, ATC BTP Industries. This is the third new Brokk subsidiary this year after Brokk Australia and Brokk Italia earlier in 2010.

ATC has been a distributor for Brokk for almost 20 years and is exclusively focused on selling Brokk Group products and equipment. Over the last several years, ATC has also been Brokk's biggest independent distributor.

ATC currently has 14 employees, has its head office in Épinal, and is active across France and parts of North Africa. With the acquisition, Michel Sanz will take over as Managing Director of the company. For the last few years Michel has successfully led the sales and marketing activities of ATC as its Sales Director. No other organisational change is expected following the acquisition.

“By acquiring ATC, we take yet another step in getting closer to our end customers and also show Brokk's strong commitment to our customers in France. France is one of Brokk's most important markets with lots of potential for future growth and increased adoption of the Brokk method for controlled, safe and efficient demolition. Our French customers are also very progressive in adopting new applications and products – in fact, the first Brokk 160 was delivered to a French customer earlier this year.” says Martin Krupicka CEO of Brokk Group.



There are already close to three hundred Brokk machines working in France. And with the introduction of Brokk 160 earlier this year, that number is expected to continue growing fast. Brokk now has a range of six different machines, all equipped with powerful tools, which will meet the wide range of demolition needs of the French market.

Photo's:

1). ATC's head office in Épinal, France.

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