



## PRESS RELEASE

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### **Synergy Group and Steelwrist sign distribution agreement for the New Zealand market**

*Synergy Group has signed a distribution agreement with Steelwrist for the New Zealand market, for sales and support of Steelwrist products across the country.*

The Synergy Group consists of business units for Positioning, Paving, Robotics, Rental and the newly created business unit Synergy Equipment, for Steelwrist products. Synergy is well established on the New Zealand market as dealer for Topcon surveying instruments and machine control technologies, with a customer base and contacts across the machine dealer network.

Initially the focus is on distribution of Steelwrist tiltrotators and work tool range of products. Steelwrist Australia will work closely with Synergy to support in the business development. Synergy will ultimately be stocking Steelwrist parts and products in their Auckland facility, with shipping support from Australia.

-“The tiltrotator market is still very new in New Zealand, but there is an increasing number of enquiries. With a local contact I see this as an opportunity to increase the awareness of Steelwrist tiltrotators and products. Synergy has offices in all the capital cities of New Zealand which will make us more accessible for customers than us trying to do it from Australia”, says Darryn Wilson, Country Manager Australia and New Zealand.

-“Here is a great opportunity for innovative contractors to improve their productivity. There is an increasing integration between hardware and technology, and there is a massive productivity improvement to be gained with the right tool in the right place. Also, the reality is, with a labour shortage in the construction industry, the gap will have to be filled by innovation and automation, says Mike Milne, CEO of Synergy Group. “In Steelwrist we see a partner that is a leading manufacturer with a strong focus on R&D. We can take part in the journey as they develop and improve the technology of the products, and help enable our customers to transform their business”.

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**About Steelwrist**

*Steelwrist, based in Rosersberg, Sweden, is today the fastest growing manufacturer of tiltrotators and quick couplers in the world. A determined focus on robust and modern products, combined with fast service has been appreciated by an increasing number of customers. For more information about Steelwrist, please visit [steelwrist.com](http://steelwrist.com).*