



PRESS RELEASE

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Steelwrist at the Conexpo show in Las Vegas, March 14-18, 2023

At Conexpo Steelwrist offers visitors the opportunity to meet the growing North American team and to experience demonstrations of how the tiltrotator and the SQ Fully Automatic Quick Coupler system increase excavator efficiency. In the interactive booth visitors will see several product news firsthand and as they make their way through the festival grounds Steelwrist products will be on display with several other major excavator manufacturers. Steelwrist SQ is a high performing fully automatic oil connection technology, used in quick couplers and tiltrotators on excavators to connect hydraulic work tools.

Steelwrist booth: F8726

Steelwrist local organization geared up to support continued growth in North America

Steelwrist entered the North American market at Conexpo 2017 and is today the fastest growing tiltrotator supplier. Steelwrist veteran Christian Yanes, VP Sales Region Americas, has spent the last six years building the North American team, which has its headquarters in Berlin, Connecticut. With penetration of tiltrotators and fully automatic quick couplers growing at a fast rate in North America, Steelwrist has built a responsive organization to drive sales and support customers, dealers and OEM partners. In the local North America headquarters stock is kept ensuring high availability and short delivery times of the Steelwrist product range.

After Conexpo Christian Yanes will relocate back to Steelwrist's headquarters in Sweden and take on the role as VP Sales Region EMEA and at the same time Richard Aulin will step into the role as VP Sales Region Americas. Richard has been with Steelwrist since 2018 and has a solid experience from the construction equipment industry before joining the company. Richard and his family will relocate to Berlin, Connecticut, as he steps into the role of leading the Steelwrist North America organization.

"We are very pleased to see Richard take on the role to lead the Steelwrist organization in North America with his experience and sales oriented approach I'm confident he will continue the growth journey with the team. I'm thankful for the work performed by Christian and the team laying the solid foundation for our business in North America", says Stefan Stockhaus, Steelwrist CEO.

Interactive demonstration shows how Steelwrist creates earthmoving efficiency

A highlight in the Steelwrist booth at Conexpo will be the demonstration show featuring two different excavators both equipped with SQ60 fully automatic quick couplers and X18 tiltrotators. The show will run every hour on the hour starting at 10 AM and the two machines



will share the same set of work tools, including hydraulic work tools as well as buckets. As the machines are equipped with Steelwrist SQ technology the operator will be able to change between hydraulic powered work tools such as breakers, crushers, shears, grapples as well as mechanical work tools in only seconds – all without leaving the cab!

“Our demonstration show at Conexpo is truly a must see as you will be able to experience how our Steelwrist developed solutions add value and transform the excavator into a true tool carrier”, says Stefan Stockhaus, Steelwrist CEO.

Steelwrist products presented across the Conexpo festival grounds

As excavator contractors across North America want to increase the efficiency and versatility of their investment the penetration of tiltrotators is growing fast. During the last three years Steelwrist has seen strong growth as tiltrotator sales is increasing at a high speed. With this comes an increased interest from many excavator manufactures to show their machines equipped with Steelwrist products that increase excavator efficiency. The Conexpo visitor will therefore be able to see a wide range of Steelwrist products on display with several major excavator manufacturers across the festival grounds.

“The fact that Steelwrist products can be found on display at Conexpo 2023 with so many different excavator manufacturers shows that our products truly deliver on our promise of driving earthmoving efficiency”, says Stefan Stockhaus, Steelwrist CEO.

Steelwrist products can be found together with the following excavator manufacturers:

Case Construction Equipment – booth W40800
Develon – booth F9153
Hidromek – booth F8615
Hitachi Construction Machinery – booth F8813
Kobelco – booth F9453
Link-Belt Excavators – booth F9227
Sunward – booth F8841
Volvo Construction Equipment – booth F8926

Steelwrist’s ambassadors spread the word and drive interest for earthmoving efficiency

At the end of 2021 Steelwrist initiated an ambassador program and started to receive applications from operators from around the world, all of them operating excavators equipped with Steelwrist products. The response was overwhelming and many applied to become a Steelwrist ambassador. In the first round almost 30 operators from 10 different countries were selected.

In addition to operating excavators equipped with Steelwrist products the ambassadors also have in common that they are active on one or several social media platforms. Through the



ambassadors we can follow and see the work they perform and how they improve their efficiency and productivity using Steelwrist quick couplers, tiltrotators and work tools.

“In many parts of the world the tiltrotator penetration is still low but through our Steelwrist ambassadors we see that interest is growing fast and we also receive a lot of valuable feedback on our products”, says Stefan Stockhaus, Steelwrist CEO.

Steelwrist extends the quick coupler and tiltrotator offering with SQ50, a fully automatic high flow and Open-S compliant solution for mid-size excavators

The new range of SQ50 quick couplers and tiltrotators is targeted toward 7-13 ton excavators. Steelwrist SQ is a high performing fully automatic oil connection technology, used in quick couplers and tiltrotators on excavators to connect hydraulic work tools. Outstanding flow characteristics and competitive building height and weight are significant advantages of the SQ50. The SQ50 meets the specifications of the Open-S standard for fully automatic quick couplers.

The X12 and X14 tiltrotators are redesigned with a new top and attachment coupler in order to make it possible to upgrade from S50 to SQ50 at a later stage, even if the customer did not include SQ in the initial order.

SQ on the top side (upper coupler) of the tiltrotator for rapid change between tiltrotator and other work tools, and SQ on the bottom side (attachment coupler) of the tiltrotator will allow for rapid change between hydraulic work tools. By using SQ, tiltrotator work tools can be made less expensive as the rotation function is included in the tiltrotator.

With the introduction of SQ50, the Qplus technology has been updated to allow for even higher flows, adding another 20 percent to flow capacity which allows users to also run the high flow requiring work tools on mid size excavators.

“With the introduction of SQ50 fully automatic quick couplers and tiltrotators, we will change the game in the growing 10 ton excavator segment with flow capacities of 120 liters per minute with low back pressure. This allows for efficient use of high flow work tools also for mid-size excavators”, says Stefan Stockhaus, Steelwrist CEO.

SQ products that meet the demand from the demolition industry and is Open-S compliant

Steelwrist range of SQ fully automatic quick couplers includes models for excavators up to 70 tonnes. The latest addition to the range of SQ products for the demolition industry, the SQ90 quick coupler, will also be presented at Conexpo in the Steelwrist booth.

All Steelwrist SQ products follow the global Open-S industry standard for fully automatic couplers for excavators. The ambition with the global Open-S industry standard is to give machine operators and contractors around the world the freedom to combine quick couplers, tiltrotators and work tools from different manufacturers who follow the standard. With a



common standard it is easier for industry manufacturers to continue competing with performance and functionality, and still offer customers compatibility.

“The global Open-S industry standard is good for both the machine owner and the industry as a whole. It strives to give the machine owner the freedom to choose what solution to buy and the manufacturers to focus on developing features that enhance performance and functionality of their products”, says Stefan Stockhaus, Steelwrist CEO.

Steelwrist expands the tiltrotator range with X02 for excavators up to 2.5 tonnes

The installation ratio for tiltrotators on the smallest excavators is starting to grow globally and in response Steelwrist is now introducing the new X02, a tiltrotator suitable for 1.5-2.5 tonne excavators. The X02 is accompanied by a complete range of work tools resulting in increased efficiency and versatility which also convert the smallest excavators into true tool carriers. The X02 was first shown to the world at Bauma, Munich, in October 2022 and has now made its way to North America.

The X02 is positioned between the smallest TCX tilt coupler for machines below 2 tonnes and the X04 tiltrotator for excavators from 2.5 to 4 tonnes. Again, the focus with X02 has been to make a fully casted product with best strength-weight ratio and low building height.

Optimized range of work tools

The X02 tiltrotator is accompanied by a complete set of Steelwrist S30 work tools, such as grading, digging, cable/trenching and v-ditch bucket, asphalt cutter and ripper. In the fall of 2022 a multi grapple was added to the work tool offering for the X02. This turns the excavator into an efficient and versatile tool carrier that can perform work in a wide range of applications.

“With the launch of the X02 we finally complete the tiltrotator range for excavators below 2.5 tonnes. The X02 is a fantastic combination of innovation and robustness which customers have been waiting for”, says Stefan Stockhaus, Steelwrist CEO.

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About Steelwrist

Steelwrist is a global manufacturer of tiltrotators, quick couplers and work tools for excavators with headquarters in Sweden. A determined focus on robust and modern products, combined with fast service has been appreciated by an increasing number of customers world wide. For more information about Steelwrist, please visit steelwrist.com.