



All about

# UNITEDSEATS

## Off road seating manufacturer



### IT'S A STRANGE WORLD

In these strange times we still have enough, good and interesting news to share with you as you can read in this UnitedSeats Update. Next to various new products we can also inform you that despite of the lower production capacity we are still able to supply over 90% of the incoming orders from stock.

Who isn't affected by this Covid pandemic and in what form? That is a serious question and for some customers a serious problem. In Europe with so many different countries and policies we see and notice companies who face serious challenges and our worldwide dealers are all dealing with the situation day by day. Luckily our entire team is operational, and we are trying to help our dealers, customers and OEM accounts wherever we can. We also see and notice that our dealers are

still very creative and find new ways to promote and sell our products now that exhibitions and country shows are cancelled. This is good to see and leads to new marketing ideas that might have never been invented without corona. Especially in these difficult times it is crucial to support each other and rely on long term relations, good quality products and service. Since traveling is still restricted and we can't plan visits we hope our contact stays as warm as ever and we are looking forward to seeing you again.

*Stay healthy and take care.*



Evert Mallie  
CEO UnitedSeats

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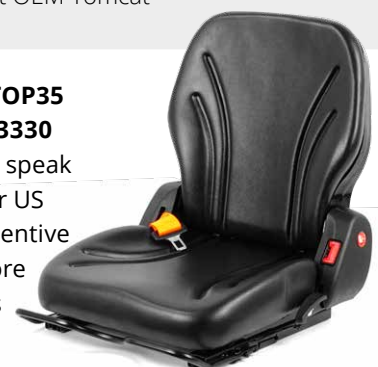
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### New TOP35 US.303330

Please speak to your US representative for more details



# UNITEDSEATS WEBSITE UPDATE

During this difficult situation we have taken the time to improve our website, as an online presence has become more important than ever with the increasing need of working from a distance. We have been busy to ensure we have updated all our seats and products to make sure we have high quality photos, drawings, and specifications.

We have also taken the time to update our OEM projects which showcases our products across the world and the variety of applications they been used in.

We would like to extend this to you our dealer network in offering support for your own websites. If you would like any information, photos etc please get in touch with Michael Hale.



# NEW WEBSITE LAUNCHES IN FRANCE AND USA

## United Group Inc

**UnitedSeats Range launched to great success in the USA. Over the last year our partnership with the UNITED GROUP INC (UGI) based in Lake Forest near Chicago has been developing nicely.**

The team at UGI have been getting familiar with our product range and now implemented a great section on their website with a good selection of UNITEDSEATS products. For 30 years now United Group Inc has been one of the leading players in the seating market in the USA, selling a variety of brands to supply the aftermarket. They are particularly specialised in the Heavy Duty construction and mining markets and in 24 Hour office seating.

UGI has an excellent team with a wealth of experience in both the aftermarket and working with small and medium size OEM customers across the USA. We are fully committed to supporting them as they add new UnitedSeats products to the UGI portfolio and help us provide a full range of seating options to customers in the USA.

[www.industrialseats.com/shop/shopbrand/unitedseats](http://www.industrialseats.com/shop/shopbrand/unitedseats)

## Seating Boat France

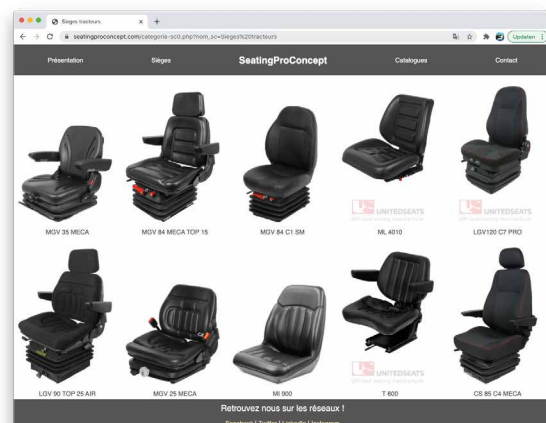
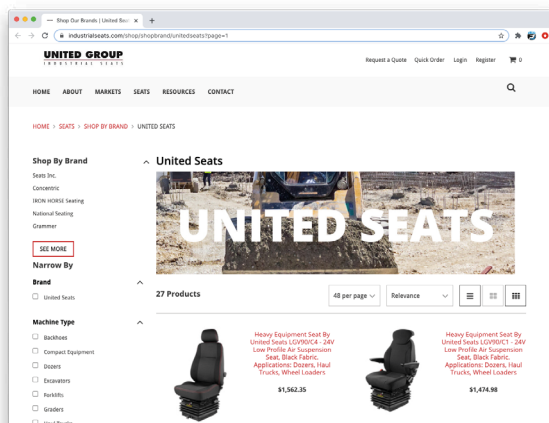
**Over the last 4 years or so our partner in the Marine sector in France Mr. Marc Maillols and his company SEATING BOAT France have been making an excellent effort to sell and market**

**UnitedSeats products for workboats in conjunction with our own Karim M'Harthi.**

SBF are based in the south of France on the famous Cote D'Azur. Marc has successfully managed to get product like the CS85/C1 and CS85/C4 installed in Fishing trawlers across France and has attended several shows. The partnership has been growing nicely and last year Seating Boat France achieved UnitedSeats Silver status.

Now Marc Maillols has decided to diversify into the Agriculture, Forklift, Construction and Industrial sectors, to this end he has created a subsidiary called SeatingProConcept and launched his new website for this, which extensively features UnitedSeats Products.

[www.seatingproconcept.com](http://www.seatingproconcept.com)



# UNITEDSEATS LAUNCH C1 BROWN TRIM SEAT

The C1 brown trim is the first trim of its kind on the market that offers a value for money alternative to the original manufacturer's brown trim seats in many older tractors.

The C1 can be fitted onto a variety of suspensions such as the mechanical CS85 or MGV84 and the air LGV90 or LGV84. This brown trim is ideal for tractors such as John Deere, Case and Dave Brown. This seat is a great retro fit that enables farmers to update a tractor with a new seat whilst keeping the previous aesthetic of an original brown seat.



 [Download the leaflet from the UnitedSeats website](#)

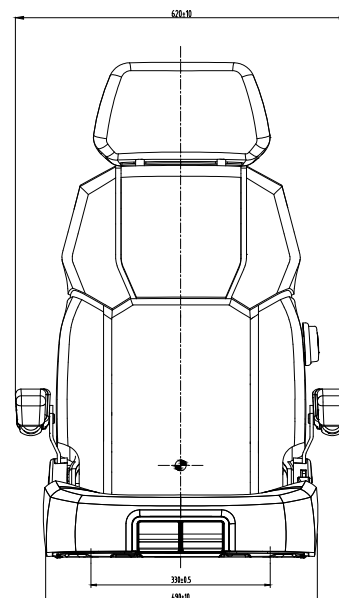
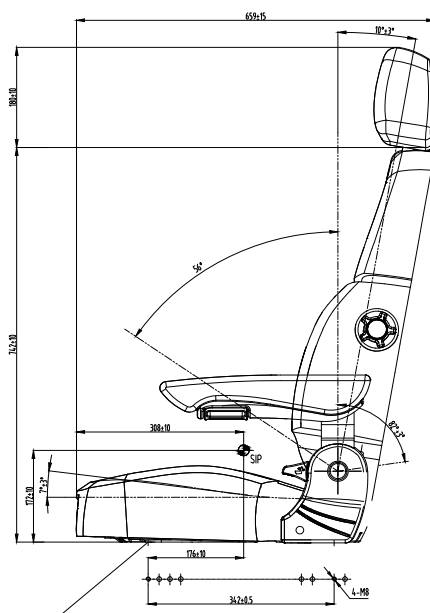
## NEW PRODUCT ALERT - C8 SEAT UPPER

The new UnitedSeats C8 seat upper is the latest in the seating line from UnitedSeats. The C8 is an exciting new seat upper than can be fitted onto all of the large US suspensions as well as pedestals for marine and office applications.

As standard the seat upper comes with adjustable armrests, adjustable

headrest, seat tilt and depth adjustment, backrest recliner and mechanical

lumbar. Further options for the C8 include OPS, 2 and 3 point seatbelts, heating, full fabric trim and document pouch. Keep your eyes peeled for the release of this seat on our website and please contact us for pricing.



# 2020 SHOWS RECAP

Due to lockdowns and travel restrictions worldwide a lot of shows across the globe had to be cancelled. This is a large part of our industry not only for us, but also our dealers who showcase our products.

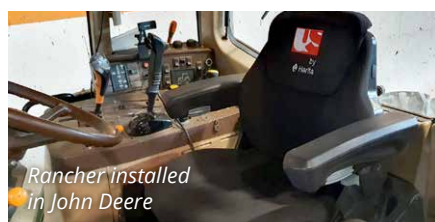
It has been a massive shame that most shows have been cancelled in 2020. That said our dealer network was able to do several shows up until March before the world went into lockdown. In the photos below we would like to thank our dealers for their hard work and support of the UnitedSeats brand and hopefully shows can begin again in 2021.



# RANCHER & HIGHLANDER UPDATE

The Rancher and Highlander continue to be well received by our dealer network and customers.

After Covid related issues we have now ensured a constant supply chain of the seats. Please contact your US representative for further details of stock. The new mechanical Rancher and lower specification Eco-Rancher will be available in early 2021.

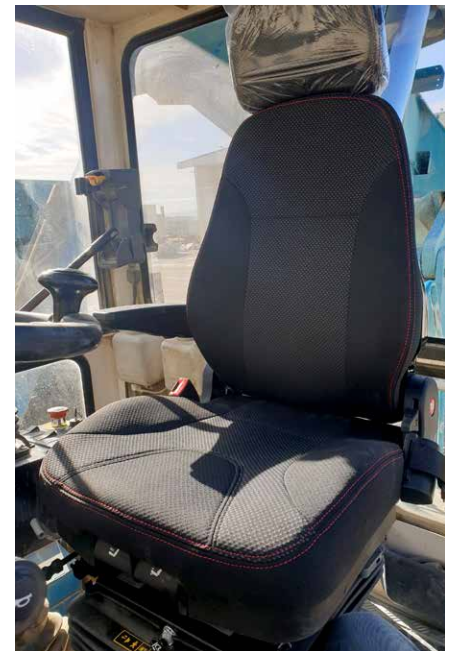




## SST COMPONENTES INSTALLS LGV90/C7 PRO IN A LUNA CONTAINER HANDLER

SST continue their strong start to life as a UnitedSeats Distributor in Spain with another fantastic installation. In the photos shown you can see how the Air LGV90/C7 PRO has been fitted into a LUNA container handler.

The LUNA handler is a large machine with a lot of power, as such it needed a strong robust seat to enable the driver to sit comfortably for hours on end and be able to perform at the level needed to complete their work. The LGV90 is one of our largest and most robust air suspensions that offers up to 135kg weight adjustment and 120mm of suspension travel, and has 80mm of stepless height adjustment. The C7 PRO upper offers a high back with seat cushion depth and tilt adjustment for improved comfort. We continue to be impressed with the range and variety of installations that SST produce, we look forward to seeing their next installation.



## SPALDINGS' DEALER AWARD

Spaldings are based just outside of Lincoln City in Lincolnshire and specialise in agriculture and ground care products.

They have continued on another strong year as a UnitedSeats dealer with a solid 2019 and receiving their Bronze certificate from Michael Hale. In 2020 this has also progressed nicely. The 2020 UnitedSeats Dealer Awards will be issued shortly.



## CARLAT ON TV

In 2018 Maris Stekels the owner of CARLAT LATVIA S.I.A. based in Riga, applied to UnitedSeats to work as our dealer in the Baltic states.

Having done many field shows in 2018 and 2019 Maris has built up an excellent customer base for our products in Latvia, Estonia and Lithuania. He also created a great website for our seats. So it was no surprise that he received a nomination as 'Successful Latvian Entrepreneur' covered on Latvian TV.

As part of this TV slot they made a video of Maris and this includes clips from our UnitedSeats video. It is an excellent promotional slot and we must say well done to Maris for qualifying for such a prestigious event.

Once again this year Maris successfully supplied the C4 on a pedestal and CS85/C7 PRO AR to the Latvian navy.



## AGRAR PLAZA ROAD SHOW

**As shows for 2020 were cancelled due to Covid, our dealer in Hungary, Agrar Plaza have thought out of the box and decided to show case UnitedSeats on the road in their truck.**

They presented seats to farmers and dealers in the surrounding areas from their base in Oroshaza.

The showroom on the road will also look to go West of the country and try to reach as many potential customers and dealers as possible. We look forward to hearing of their successes on the road and we will continue to support them in the fantastic job they are doing in spreading the UnitedSeats Brand across Hungary.

## NEWEST OEM TOMCAT

**In its twenty years of custom building and innovating, Tomcat has brought the benefits of cycling to groups as diverse as hoist users and those with profound learning and physical disabilities whilst its iconic Science Chair has enabled many physically disabled children to access mainstream education.**

Many of Tomcat innovations have become industry standards, with its pioneering lead followed by other manufacturers worldwide. In 2013, Tomcat won the Queens award for Innovation for the 30 plus innovations that Tomcat developed for the disabled community.

Since 2019 UnitedSeats have been supplying Tomcat with the Mi600 pan seat in black PVC for their Dragon Trike. The seat is ideal for the application due the seat being fully weatherproof in PVC and being made in one-piece foam with drainage.

The seat is also lightweight and with the multi hole mounting pattern it is an easy and comfortable fit for the trikes.



# UNITEDSEATS.COM

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