



All about

# UNITEDSEATS

## Off road seating manufacturer



**Agromash Show  
Budapest**  
26th - 29th January 2022  
*See story on page 3*

## EVERT'S ARTICLE

There has been a lot going on in the world to say the least and we feel deeply for the people of the Ukraine in particular.

At UnitedSeats we have been lucky to have remained extremely busy at both OEM and aftermarket levels.

We have added new international dealers, and some partners who have been with us for while have now started to benefit from their past efforts. In February I visited our US dealer in Dubai who had recently made some nice progress with a workboat builder.

This is certainly a trend for us with more partners finding niches in the Marine sector and the UnitedSeats team improving our website content in line with this.

Our dealers have already done a number of shows in 2022 and made great displays of our range.

Later this year we will exhibit at the IVT in Cologne, Bauma in Munich and the Sima show in Paris (see page 8).

On the 7th-8th September we will host our International UnitedSeats dealer conference in Zwijndrecht and really look forwards to seeing some old and new faces there!

Above all we appreciate all the customers we work with!!



**Evert Mallie**  
CEO Eblo Seating bv

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# THWAITES

Thwaites is a leading manufacturer of site dumpers based in Leamington Spa, Warwickshire in the UK. Their brand is synonymous with quality and reliability.



So it is very pleasing that after 4 years of intensive testing they have chosen the MG35 compact suspension seat.

In the photos you can see the Thwaites 9 tonne cabbed site dumper which is fitted with our seat.

This is now being fitted to additional models from their 1 tonne dumper upwards on a step by step basis. Many construction and Plant hire firms such as Brandon Hire and Tonks now have machines in their fleet with the MG35 fitted.

The MG35 features the Thwaites logo and an ALR mechanically locking IMMI orange seat belt. A 12v heated seat option is also available and currently being supplied for the Scandinavian markets. We hope this will be rolled out to more machines in the future.

MG35 Thwaites version seat specification:

- Heavy Duty PVC
- Mechanical Suspension with 80mm travel
- Weight range 50 – 155 Kgs
- Slide rail travel 180mm with studs
- Back recline and full fold forward feature
- Lockable document box
- Thwaites Embossed Logo
- ALR Immi seat belt



# A SEAT FOR EVERYBODY!

The Agromash show in Budapest took place from 26th – 29th January 2022, and our partner in Hungary called Agrar Plaza certainly gave farmers a good choice of seats!

**Yes 17 different models to suit all applications and all price points.**

Agrar Plaza based in Oroshaza in Southern Hungary has been working with UnitedSeats since 2017 and now are consistently one of our best dealers, and 'Gold' ranked in 2021. They are specialists in the Agricultural sector and represent Kyoti tractors in Hungary and many other products for the farming sector.

Luckily the Agromash show took place inspite of Covid restrictions. Our main contact at Agrar Plaza is Tamas Kadar and he has done a fantastic job of getting our



product into the Hungarian market. During the pandemic when no shows were taking place they had a truck full of display seats that toured the southern part of the country.

## NEW SPEC RANCHER AND HIGHLANDER

**We are pleased to inform our UnitedSeats customers that 2 new higher specification versions of the Rancher and Highlander will soon be available.**

The 'New Pro' versions will be available with seat cushion extension and seat cushion tilt as well as the multiple features of the current models. The seat cushion on the 'Pro' version can now extend out a further 50mm in 5 increments making this more comfortable for taller drivers.

The 3 position tilt raises the angle of the cushion to increase support behind the driver legs, and also helps retain the driver in the seat when the machine is working in trenches or excavation holes. Also introduced is the new high performance 3D fabric.

The Rancher Pro (12V) will be available under part number US.200021 and the Highlander Pro (24V) will be US.200010.



**Both models will be available from UnitedSeats outlets in September 2022.**

# AUTHOR UPDATE

We are pleased to acknowledge that the children's book 'Dai and the Missing Baby Crocodile', written by our own David Hale has been published by Pegasus Elliot Mackenzie Publishers Ltd based in Cambridge England.



It was publicly launched on the 27th January 2022 and is available through leading platforms and book stores in the UK, Europe and USA. The book is ideal for young children and has lovely illustrations.

Following the book release by Pegasus under their Nightingale label the book in its new child friendly format is available via:

- Pegasus**
- Foyles Bookshops**
- Love Reading**
- Waterstones Book Shops**
- The Book Depository**
- Adlibris (Sweden)**
- Amazon**
- Gardners**
- Ark.no (Norway)**
- Blackwells**
- Hugendubel (Germany)**
- Wordery.com**
- Bookshop.org**
- Wob.com (USA) World of Books**
- Emka.sl (Slovenia)**

David's follow up book 'Dai and the arrival of Diego from Patagonia' is now going to print.

# TEK SEATING ACHIEVE GOLD STATUS FOR 2021

Every year United Seats like to acknowledge the work done by our official dealer network in selling and promoting our brand. With 60 official partners around the world we see it as an important part of our partnerships to recognize the efforts the people and their companies put into our product.

On this occasion David and Michael Hale were pleased to present, Mark Vivian and Charles Spence of TEK Seating with the Gold status certificate. In spite of another difficult business year due to the pandemic TEK Seating achieved an 18% growth of sales, despite the lack of shows in 2021.



# C8 PRO SEATS

## SUPPLIED TO OUR CUSTOMER IN THE PORT OF ROTTERDAM



The Port of Rotterdam is one of the largest and most famous ports in the world. Our client KRVE is an organisation engaged in activities related to shipping in the port of Rotterdam 24 hours a day, seven days a week, all year round. They are specialized in the mooring and unmooring of seagoing vessels, the transport of pilots and all other common activities for the benefit of seagoing shipping.

Eight new seats were required. It concerned 7 passenger seats and the skippers seat.

The UnitedSeats C8AH Pro is being used more and more in marine craft. Our client chose the mechanical MG120/C8AH Pro for the helm chair, and 7 static C8AH Pro seats for the passengers.

All very robust and extremely comfortable and ideal for Harbour usage.

The C8 seats come as standard with deluxe armrests, headrest, lumbar support and seat cushion extension. Further information on the C8 PRO can be seen on the marine section of our website.



# GREAT NEW SEAT COMBINATION

**The heavy duty MG120 mechanical suspension has been in our programme for the last 3 years. This was developed along with the Air LGV120 for an OEM (EM6) Bulldozer application.**

Many of our dealers have been trialling it with C1, C2, C7 uppers for different applications (construction, mining and agriculture) where heavy drivers (up to 150kgs) (24 stone) need a strong robust seat. Over the last year our new C8 Pro AH seat upper has been filtering out into the dealer network and it is now clear that the full seat (MG120/C8 Pro AH) combination is proving a hit in terms of comfort, adjustments and strength. This is now also looking a robust package for Marine applications such as Pilot boats, Coast Guard boats, wind farm vessels, Trawlers, Tug boats and many other marine craft.



The MG120 is for example a good heavy duty alternative to the KAB 800 & 600 series type mechanical suspensions. As can be seen from the photos enclosed there is a fabric version and a PVC version with a fabric centre panel.

# UNITEDSEATS CEO VISITS DUBAI DEALER

Our CEO, Mr. Evert Mallie recently visited our dealer PROFEN General Trading LLC in Dubai. He received a warm welcome from Mustafa Amin, his father and team at the PROFEN facility near Dubai airport.

They were most pleased to receive their UnitedSeats tinplate and it was also nice to see that their 2021 US Dealer Certificate was up on their display wall. Evert took the opportunity to conduct some product training with the PROFEN guys and also visited a customer while he was in town.

PROFEN typically sells to the construction and forklift sectors and have upgraded their UnitedSeats website content.



# SPECIAL RANCHER INSTALLATION

Our specialist UnitedSeats Dealer in Latvia Carlat based in Riga has recently completed an excellent Air Rancher seat installation in an older Massey 6480 tractor.

The original seat installed had a right hand armrest – pod containing the tractor controls fitted to the seat. However the end customer really liked our Rancher seat. The owner of Carlat Maris Stekels and his team made some hefty adaptation brackets to fit to the right hand side of our Rancher and then refitted the pod on to our seat. As you can see from the photos the end installation was really superb!!

Many thanks go to Maris and his team for sharing the photos with us.

You can see via [www.carlat.com](http://www.carlat.com) what an excellent range of UnitedSeats that Maris carries. He is are one of our closest working partners, so our thanks go out to Maris for his efforts.





# PLATINUM STATUS!

## A Splendid Achievement by Thomas Scott Seating!

Our UnitedSeats Dealer Thomas Scott Seating based in Coatbridge, Scotland is a very experienced seat specialist supplying all key sectors – Truck, Agriculture, Forklift, Marine, Port and Harbours and industry. Over the last five years they have built up the United Seats brand in their programme, and added our product to their website and attended shows.

Led by their Director Greg Ternent his team – Stephen, Graham and Wullie, have done a splendid Job for the US product range. In 2020 they rose to the number 1 dealer in the United Kingdom and now in 2021 they became our number 1 in Europe, a really fantastic achievement!

Greg and his team attended the Scot plant show in April and will be at The Royal Highland show in Edinburgh in June. They will be fully supported by David Hale from UnitedSeats.

Greg is shown holding his platinum certificate alongside our UnitedSeats Dealer Banner.

A big thank you goes out to the boys in Scotland.

You can see more on [www.drivers-seats.com](http://www.drivers-seats.com)



# CARPENTER GOODWIN Attend the Royal Welsh Winter Fair

Our UnitedSeats dealer Carpenter Goodwin based in Leominster, Herefordshire covers the English & Welsh Borders. They attended the Royal Welsh Winter Fair held in Builth Wells (28th – 29th November 2021) in Mid-Wales.

This event is one of the key events for the Welsh farming community during the winter period with displays of machinery, animal competitions and general Christmas shopping. The turnout as usual was excellent with 6000 visitors per day as permitted by the Welsh Government.

The Carpenter Goodwin team of Richard, Matt and Jack were supported by David and Mike from UnitedSeats. On their stand they displayed the Rancher, LGV90/C1 AR, CS85/C1 AR, CS85 H90 AR, MGV25 and US20, which drew a steady interest from farmers.

Also at the show Mike presented Matt and Jack with their 2021 Bronze certificate.

In 2022 Carpenter Goodwin will attend three major events as well as more local one day shows in the border areas.

**A big thank you goes out to Richard, Nick and team.**



# MARINE PRODUCT PAGES UPDATED

As part of our programme to upgrade the content of our UnitedSeats website we are pleased to inform you about the Marine section. Following some nice Marketing work by Michael Hale and Marco de Grauw our Marine section has been significantly improved and we ask you to check this out.

The thing that has recently prompted us, has been the increased number of enquiries from Marine users and the changes in supply circumstances of some of our competitors. For some time value for money products like the CS85/C1 AR have been sold for boats and Marine craft, particularly fishing trawlers and inshore boats, but now end users and boat builders have been looking for heavy duty seating.

The MGV120/C8 Pro AH in particular has been in demand for faster vessels and ships and ferries.

We have also added a range of economic pedestals for use with our seats. Our range is solely provided for 'inside cabin' sea and river vessels.

All these Marine seats and pedestals are available via official UnitedSeats dealerships.



# KEY SHOWS 2022

**HILLHEAD CONSTRUCTION & QUARRYING SHOW 2022 (England)**

21st - 23rd June 2022

TEK Seating

**ROYAL HIGHLAND SHOW 2022 (Scotland)**

23rd - 26th June 2022

Thomas Scott Seating

**IVT EXPO 2022 (Germany)**

29th - 30th June 2022

United Seats, EBLO Seating

**ROYAL WELSH SHOW (Wales)**

18th - 21st July 2022

Carpenter Goodwin

**STOCKHOLM FURNITURE FAIR (Sweden)**

6th - 9th September 2022

**NATIONAL PLOUGHING CHAMPIONSHIPS 2022 (Ireland)**

20th - 22nd September 2022

Seat Systems Ireland

**BAUMA 2022 (Germany)**

24th - 30th October 2022

United Seats, EBLO Seating



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