



All about

UNITEDSEATS

Off road seating manufacturer



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VERY SUCCESSFUL DEALERS DAYS

On the 7th & 8th of September we hosted our international dealer conference in Zwijndrecht

It was a great success with guests from all over Europe and as far afield as the USA & Singapore.

We gave participants some product and company updates, they evaluated our range of seats and then enjoyed some fun activities in the evening.

Their attendance is hugely appreciated by us.

Also in this issue, you will see some of the great work that dealers have been doing at shows and some nice OEM installations.

We hope to see many more customers at the SIMA, Paris (5B.052).

Please enjoy your read!!

Evert Mallie
CEO Eblo Seating bv



NEW STARTER - MALIK LAKHAL

On the 3rd of October 2022, Malik Lakhall joined the UnitedSeats team in the Netherlands as Technical Sales manager.

His main role will be focusing on the growth of the United Seats network in France as well as the office seating business.

Malik has spent more than 16 years working closely with dealers and OEM customers across Europe with KAB Seating. He enjoys finding solutions, helping customers for the aftermarket or OEM's, and also understands the ever busy nature of the seat business.



"A happy & satisfied customer will always come back!".

A team player, he is always ready to help & support colleagues, using his experience from his previous role. Malik has made a deal with colleagues, they teach him Dutch and he teaches them French!

He lives in Belgium, more specifically in the North of Brussels and he is married and has 3 children.

We welcome Malik and wish him all the best in his new role.

PLOUGHING MATCH 2022

The National Ploughing match 2022 returned after a three year break and was held over three days in Ratheniska, Co Laois, Ireland. Our local dealer, Seat Systems, based in Limerick, led by John and Lisa attended the show and displayed many of the UnitedSeats range including the Rancher, The Highlander, Rancher Eco, US20, MGV25, MGV55W, CS85/C1 Retro Brown, CS85/H90AR, MGV120/C8 Pro, MI600 & MI8000.

David Hale and Liam Wood from UnitedSeats joined them on the stand to assist in what proved to be some of the busiest days in the show's history with some 115,000 people attending on the Wednesday.

The stand was consistently busy with many visitors asking for advice and enquiring about the seats to which there was a lot of positive feedback about UnitedSeats and Seat Systems.

We thank John & Lisa for their efforts and for promoting the UnitedSeats brand.

We look forward to returning with Seat Systems to the Ploughing Match 2023.



AGROTECHNIEK

The largest agricultural fair in Holland took place over 4 days from 14th to 17th September 2022 and was visited by the UnitedSeats sales director, Andre van der Hoeven. He was delighted to see several OEMs displaying our seats on their machines.



Kaweco KW25/27 loader fitted with US20



Sherpa mini-loader fitted with US20



Thaler 2438 BPF farm loader fitted with US20



Alltrec ride-on mower fitted with MGV55



Kaweco KW37 loader fitted with GS12



UNITEDSEATS DEALER DAYS THIRD EDITION AGAIN A GREAT SUCCESS

On 7 and 8 September 2022, the third edition of the UnitedSeats International Dealer Days took place. This year, we welcomed 28 guests from 15 global dealers. During this two-day event, we combined business with pleasure. We can look back on two very successful days.

This was the third time we organised the UnitedSeats Dealer Days. The aim of these days is for our dealers to gain a lot of product knowledge about our products, so that they can provide their customers with the best advice. Also, it gives us and the dealers the opportunity to get to know each other better.



We had a packed programme spread over two days. On the first day, the dealers were warmly welcomed by the UnitedSeats team and given time to get to know each other. For the first part of the day, the programme included a presentation by CEO Evert Mallie and Business Director David Hale on the UnitedSeats brand and what products we have in our range.



This was followed by a tour of a large part of the premises: the warehouse, the assembly area, the upholstery shop and the showrooms.

After which, mid-afternoon, it was time to relax and have some fun with Solex riding. This pleasant afternoon ended with a relaxing boat trip, a delicious dinner and fun games such as shuffleboard, table tennis and table football.





The second day was mainly dedicated to the applications of UnitedSeats seats. Various seats were displayed in the showroom for attentive viewing and trying out. Especially the new seats, such as the Rancher Pro, Highlander Pro, and the Guardian 24-hour chair had many visitors. Parts such as various types of slide rails and joystick consoles could also be viewed in detail.



After everyone had been able to view and test all products extensively, Evert and David gave a final presentation on which UnitedSeats seats can be used in which types of machines. To conclude the event, each dealer received a nice award: a nice glass figurine as a thank you for participating and as a nice memory of these days.



After this great success, we look forward to the the fourth edition of UnitedSeats Dealer Days.



UNITEDSEATS AT BAUMA 2022.

We are very excited to be exhibiting our products at the Bauma, the worlds leading trade fair for construction equipment, in Munich, Germany.

In the photo of the stand (below) you can see Malik, Hennie and Andre.

We have a range of our seats for the construction sector on show including the Highlander, LGV120/C7, the MGV55 and many more including our 250,000th CS85/C1 which has been covered in the Regain® fabric.

Early reports from the team at the show are that it is bustling with people keeping them very busy.



UNITEDSEATS OFF ROAD SEATING MANUFACTURER



UNITEDSEATS OFFER NEW MGV84/1050-SM

The MGV84/1050-SM seat has been developed for the vineyard and underground mining sectors in mind with a 400mm wide seat cushion, a higher back for operator support and is available with an optional back rest extension.

The MGV84 suspension, with 120mm fixing centres, offers 60mm height adjustment, suspension travel of 100mm and weight adjustment from 50-120Kg. The combination makes for an ideal solution for vehicles with limited width.

We will showcasing the seat at the Sima show, Paris in November 2022.



FORARMILJO VISITS DEALER DAYS IN MOBILE SHOW ROOM

On our recent dealer day conference, Patrik Johansson, from Forarmiljo, Sweden drove to UnitedSeats headquarters in Zwijndrecht in his VW crafter van.

The van is loaded with a variety of seats including the MGV25, The Highlander, and CS85/C1. He also has a variety of other specialised seats for the forestry sector and products such as turntables, dampers and rotary pillars on display.

Patrik has worked at Forarmiljo for 29 years and has great product knowledge of seats. They have recently updated their website, www.forarmiljo.se, adding a number of seats for all types of vehicles from the UnitedSeats range.

We thank Patrik for showcasing our products in this unique way.





KATPOL ATTEND AGRO SHOW POLAND

Our dealer, Katpol, attended the AgrosHOW 2022, held in the small village of Bednary and is the largest outdoor agricultural show in Poland.

Their team, Tomasz Baginski, Oskar Tecza and Tomasz Kaczorowski can be seen representing UnitedSeats with their bodywarmers gifted to them on our recent dealer day conference. They had the LGV90/C1 and CS85/C1 on the stand and they also proudly displayed their official UnitedSeats dealer Tinplate.

The show was attended to by an estimated 120,000 people over the three day period and there was a lot of interest in the UnitedSeats range.

We thank Katpol for their efforts!

WILLBRANDT GUMMITEKNIK AT INNOTRANS 2022

Johnny Anekjær and his team from Willbrandt Gummitechnik attended the Innotrans Show, the leading trade fair for transport technology in Berlin which ran over several days. They were supported by our own Marcel Kool and Andre Van Der Hoeven.

They showcased the C8 driver's seat covered in the sustainable Regain® fabric, which is made up entirely of recycled plastic bottles. The fabric is manufactured by shredding plastic bottles into flakes, melting them into micro pellets, extruding them to a fibre which then creates the yarn to produce the fabric. This creates a durable and sturdy fabric which can be easily cleaned.

It received a positive response with many people at the show commenting what a great idea it was.

We thank them for promoting our Regain® seat on their stand and we hope the show was successful for them.



AGRICONSTEC ATTEND KOMDEL EXPO SERBIA

The 17th Edition of the Komdel Expo, held in Kragujevac, Serbia, took place from 12th to 14th October and was attended to by our dealer, AgriconsTEC.

Dalibor and Tamara can be seen on the stand with our MG35, GS12, Highlander, CS85/C1 Retro Brown and many others.

As always UnitedSeats have been well presented by AgriconsTEC. **We thank them for their efforts.**



NEW PARTNER FOR UNITEDSEATS IN FRANCE

Based in Loon-Plage near Dunkirk in the north of France, Rocco Pieces are specialists in Industrial products and equipment.

They have started to work with our colleague Karim M'Harthi by offering some heavy duty construction seats to customers in the Northern areas of France.

Recently they added our seats their show room in Loon-Plage.

They have so far taken seats like the LGV120/C7 PRO Super with 3 point seat belt and LGV90/C7PRO AR.

We look forward to working closely with the Rocco Pieces team!



KEY SHOWS 2022

**NEWARK VINTAGE
TRACTOR SHOW 2022
(England)**

5th - 6th November 2022
Tractor Parts

**SIMA SHOW PARIS 2022
(France)**

6th - 10th November 2022
United Seats, Eblo Seating

**ROYAL WELSH WINTER
FAIR 2022
(Wales)**

28th - 29th November 2022
Carpenter Goodwin

**LAMMA SHOW 2023
(England)**

10th - 11th January 2023
Tek Seating, Capital Seating

**CEREALS SHOW 2023
(England)**

13th - 14th June 2023
TEK Seating

**ROYAL HIGHLAND
SHOW 2023
(England)**

22nd - 25th June 2023
Thomas Scott Seating



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