

CASE expands its network in Iceland

Turin, 3 December 2015

Gröfuþjónusta Steins ehf, a contractor based in southern Iceland has taken delivery of a CASE 695ST backhoe loader, from the newly appointed sub-dealer, Vélaborg Vörumeðhöndlun ehf, in collaboration with the Danish dealer, S.D. Kjærsgaard A/S.

The two companies have signed an agreement which gives Vélaborg Vörumeðhöndlun ehf direct access to CASE equipment, service support and parts backup offered by S.D. Kjærsgaard A/S. Under this agreement, Vélaborg Vörumeðhöndlun ehf is now the sole distributor for CASE equipment in Iceland and will offer after-sales services and complete parts supply to the Icelandic customers.

“After several difficult years Iceland is finally gaining momentum, and it is the right time to put in place an official local representative for CASE,” said Barbara Caporali, Business Director CNH Industrial Nordic, Benelux and Central and Eastern Europe. “Vélaborg Vörumeðhöndlun has a strong background in the country’s construction industry and will be able to further strengthen our presence, and put the CASE brand on Iceland’s map again. With this new collaboration, we have a dealer who can provide the highest levels of service to both new and existing CASE customers.”

Commenting on the agreement, Palle Kjærsgaard, CEO of S.D. Kjærsgaard, said: “We have seen an increasing interest for CASE equipment in Iceland and we are very pleased with this agreement with Vélaborg Vörumeðhöndlun. They are a key player in the country’s construction machinery sector and they have been in contact with most of the owners and operators that are running CASE equipment, so they already have a long association with the brand. The company also has the ideal location to serve all CASE customers, and with our support, they will be able to offer best-in-class service, which is of key importance for any construction business.”

“We are very pleased to bring CASE back to the Icelandic market” said Ólafur Hjalti Erlingsson, marketing and sales manager at Vélaborg Vörumeðhöndlun ehf. “CASE is a premium brand and with its full range of market-leading machines we will be ready to meet the diversified needs of our customers. We look forward to further developing the brand in our country. The sale of the new backhoe loader and other machines on their way before the end of the year, is a great starting point for our partnership with CASE and S.D. Kjærsgaard.”

A high-profile partnership to support strong recovery

Since the failure of its banking system in 2008, Iceland has faced several major challenges, most notably the resulting economic failure, one of the worst ever experienced by any country in economic



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history, plus the eruptions of the Eyjafjallajökull volcano which caused enormous disruption to air travel across Europe in April 2010. The country's construction sector was severely hit by the economic crisis. Basically no new equipment was purchased during the last 6 years as construction businesses were looking for used equipment from abroad or trying to maintain their ageing fleets.

The country has struggled to re-build itself, but it is now looking forward to recovery, and there is a demand for new equipment. As the Icelandic market continues to recover, Vélaborg Vörumeðhöndlun ehf is well placed for building strong relationships with CASE customers. It is one of the leading companies in Iceland providing services and imported equipment for various sectors, including the construction industry. Based in Reykjavik, they support customers with dedicated sales and parts departments, and a well-equipped workshop.

“Having top quality earth-moving equipment is essential here in Iceland, as we need high standards in foundation construction for roads and houses due to the risk of big earthquakes,” said Erlingsson. “CASE is a strong brand in our market with a long-established reputation for outstanding quality and reliability of its products. Today, the company is among the top players in the country's construction equipment industry and it holds the second position in the backhoe loader market, which is one of the most important, after crawler excavators.”

The new generation of CASE backhoe loaders enters the Icelandic market

Steinn Thorarinsson, owner of Gröfubjónusta Steins ehf, is extremely delighted with his new Case 695ST. “This unit is exactly what we asked for and is the perfect addition to our fleet,” he said.

His company is based in Selfoss, a town in southern Iceland on the banks of the Ölfusá river, and is involved in a range of projects, including highway construction projects and the installation of fibre optic cables, telecommunications wiring, and utility pipes for heating and water. It also provides specific services for companies, individuals, and municipalities, including snow clearing services.

The company, whose fleet includes a 695SR backhoe loader purchased in 2007, is a long-standing CASE customer. “We have almost thirty years of experience with CASE equipment, and the low maintenance needs of these machines are part of our success,” added Thorarinsson.

The new 695S backhoe loader has already been working in several construction projects, including groundworks at a construction site in a new residential area in Selfoss, and maintenance and renovation operations for water utility services nearby.

“What we appreciate the most about this unit is how nimble it is and the comfort it offers to the operator. It's also very impressive on just how quiet it is,” highlighted Thorarinsson. Moreover, the customer is really satisfied with the low fuel consumption of the new machine compared with the

previous 695 SR model. “We are also very happy with the complete CASE offering and support we receive from the dealer,” concluded Thorarinsson.

Photo caption new agreement, from left to right:

Henrik Kjær, technical manager at S.D. Kjærsgaard;

Ólafur H. Erlingsson, marketing and sales manager at Vélaborg Vörumeðhöndlun ehf;

Gunnar V. Bjarnason, managing director at Vélaborg Vörumeðhöndlun ehf;

Palle Kjærsgaard, CEO and owner of S.D. Kjærsgaard;

Photo caption new sale, from right to left:

Ólafur Hjalti Erlingsson, marketing and sales manager at Vélaborg Vörumeðhöndlun ehf;

Steinn Þórarinnsson, owner of Gröfupjónusta Steins ehf, together with his two sons, Páll Árni Steinsson and Gunnlaugur Steinn Steinsson

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