

Press release

27th August 2010

Kronings buy Easy Mech HEAT

It is with great pleasure we can announce that Kronings as per 1st September 2010 buy Easy Mech HEAT.

A large number of potential synergies in the development, production, and European distribution cause Kronings purchase of Easy Mech HEAT. Easy Mech HEAT was developed by founder Mr. Hjørleif Johansen. HEAT 1500 have since its introduction proved a breakthrough heat product for caravan and camper industry.

HEAT is a new revolutionary solution, with its combined extra fan / blower and its heating element, heat in caravans and campers can be supplemented. HEAT is easily built into the existing heating system in the caravan so that the caravan remains warm in an economical, convenient and simple way without the use of gas. HEAT solves the well-known problem with a "cold end" in the caravan or camper.

The future development of HEAT within Kronings Group, allow further new exiting products in the HEAT concept and with Kronings European distribution, sales and service center in Denmark, Sweden, Holland and Italy, ensures the widest possible service and marketing of HEAT products.

"We've been through a long process where we have secured an optimal match between Easy Mech and Kronings both on the product and the sales side. We are convinced that HEAT is an incredibly exciting product with great opportunities. With Kronings other products we can complement HEAT as Kronings caravan moving systems, electric corner steadies, and GPS system with our digital concept, continuously updated by the dealer as new features are developed, says CEO Søren Christensen, Kronings. We have a strategy to become European market leaders within the next few years, within our main products and our expansive strategy will be well complemented by the acquisition of Easy Mech HEAT. Søren Christensen will not reject any further acquisitions in the near future. We believe a consolidation of manufacturers in the caravan accessory industry, and we are therefore always open to any opportunities which may arise. We have invested greatly in developing new products and new features, all of them have same purpose, offering the caravan and camper segment a more futuristic and more comfortable product. "

"Kronings has proven to be the right partner for Easy Mech HEAT, says Director Hjørleif Johansen, Easy Mech. HEAT has been incredibly well received by both dealers and end customers in Denmark, Norway and other countries. HEAT is specifically designed for the caravan and camper industry to solve one of the most well-known problems with additional heat in caravans and campers. Many caravans and campers need an alternative to a gas oven, which can be built into the vehicle integrated heating system, and can be mounted in a magazine away from the existing gas installation. "

Hjørleif Johansen will continue his work on developing new products in own auspices, and will be affiliated Kronings as a consultant in future development tasks.

HEAT and Kronings products are sold exclusively through 42 distributors in Denmark and more than 90 distributors in Europe.

For questions please feel free to contact:

Kronings®

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HEAT 1500 photo.



Kronings caravan moving system photo.



Kronings®

Kronings is a Danish owned company that produces fully automatic caravan moving systems, electric corner steadies, and GPS systems for tracking of caravans as well as remote activation of caravan heating systems. With headquarters in Esbjerg, sales and service centers in Denmark, Sweden, Holland and Italy, produces Kronings products mainly in Denmark, Holland and Germany. Kronings is market leader in Denmark and Italy within the caravan mover and electric corner steady segment for caravans.

Easy Mech

Easy Mech develops products e.g. to the caravan industry and has developed HEAT and CHECK for caravans and buildings. With base in Tranbjerg at Aarhus, Hjørleif Johansen develops e.g. products to the caravan industry, and have many years experience in industrial design and product development.