

PRESS RELEASE**Jekko appoints Simeri Oy as its dealer for Finland and Estonia**

Jekko is glad to announce another new entry in its sales network: with a recently-finalized agreement, **Simeri Oy** has been **appointed as the company's official dealer for Finland and Estonia**.

The choice of Simeri Oy has been made easier for its **consolidated reputation** in the aerial work platform sector and its excellence in **customer-oriented service**. Jekko relies on this experience and competence to significantly contribute to the success and growth of the company's presence on the Finnish market.

Established in 1995, Simeri Oy started as a company specializing in the maintenance of aerial work platforms in Finland. Building up its know-how over time, the company has rapidly become the Finnish reference point in this sector.

Simeri Oy mainly focuses on challenging high-altitude projects and offers several solutions with the most **recent addition of Jekko minicranes**.

Tommi Kolehmainen, COO of Simeri, explains how they **had already received several enquiries** for minicranes: *"At the time we still weren't ready in terms of assistance. We wanted to be sure that the after-sales support would work faultlessly also in the minicrane sector."*

*"We already assisted minicrane customers in the past, dealing with the maintenance of different brands. So, during assistance interventions and sales sessions we've become familiar with the technical features of minicranes. Now we've decided to **expand our range of products to include them** and have the chance to start a partnership with Jekko, a world leading producer."*

*"The Finnish and Baltic market has a **huge potential** for the sales of minicranes. We're now able to offer a consolidated and reliable know-how on minicranes, strengthened by our timely after-sales service activities. **Jekko's customers are never alone**",* says Tommi Kolehmainen.

Antti Alatalo, Sales Director at Simeri, confirms the positive attitude of the newly-established relationship with Jekko: *"This partnership is a great opportunity for both companies. The reputation of our businesses is consolidated and the **manufacturer fully supports the dealer**. Our customer- and service-oriented corporate culture is a simple yet tried and tested combination."*

Marco Piccin, Sales Area Manager of Jekko, explains how Finland, and Scandinavia as a whole, is part of a market that has **scored sales records** for Jekko over the last few years: *"We're pretty sure the partnership with Simeri will be a great one. The choice of Simeri was*

*suggested by their **professionalism and their focus on the after-sales service**, which is crucial in these markets. Their experience and widespread presence will be essential to further expand the minicrane market. We count the days to the launch of new products in Finland and Estonia such as the **SPX328**, the ideal model for the Finnish market, where large rental companies operate. The **JF235** will also touch ground soon in Finland, supplementing the offer of the **articulated crawler crane** range, **very appreciated on the Scandinavian market** over time."*

Jekko shares this enthusiasm, and **Alberto Franceschini**, Sales & Marketing Director at Jekko, stresses the importance to acknowledge **those who first believed in Jekko in Finland**: *"I want to personally thank the company **Kurko Crane**, our friends Juha Koponen and Kari Paarnio, and then their sons Tuomas and Kimmo, for supporting us up to the last moment, for the excellent work carried out and for the fairness in supporting us while spotting and choosing Simeri."*