

**BROMMA**

# WORLD LEADER IN SPREADERS

» WE ARE A CONFIDENT COMPANY,  
proud of our past, and yet still ambitious  
for a brighter future. We are Bromma.

# WE ARE A SUCCESSFUL COMPANY

*and a focused one. Our strategy is simple: design products that help our customers succeed, and build an organization that earns our partners trust.*

For more than 40 years Stockholm-based Bromma has been moving the containers that move the world. Today 97 out of the top 100 container terminals in the world use Bromma spreaders. In fact, Bromma is the market leader in every segment of crane spreaders and each day we handle more containers than all our spreader competitors combined.

The key to this success is a simple, yet challenging formula: technical innovation, long-term customer care, and traditional Scandinavian values, such as partnership and teamwork. Customers choose Bromma for superior lifetime value – spreader reliability and productivity – plus the reliability of our business culture. When you specify Bromma, you know you are getting a company you can depend on.

At Bromma, innovation is a tradition, the product of a value-driven engineering culture. At Bromma R&D in Stockholm the goals are clearly defined. Higher productivity, greater reliability, simple and service-friendly design, ease-of-use in operation and diagnostics, environmental leadership and safety.

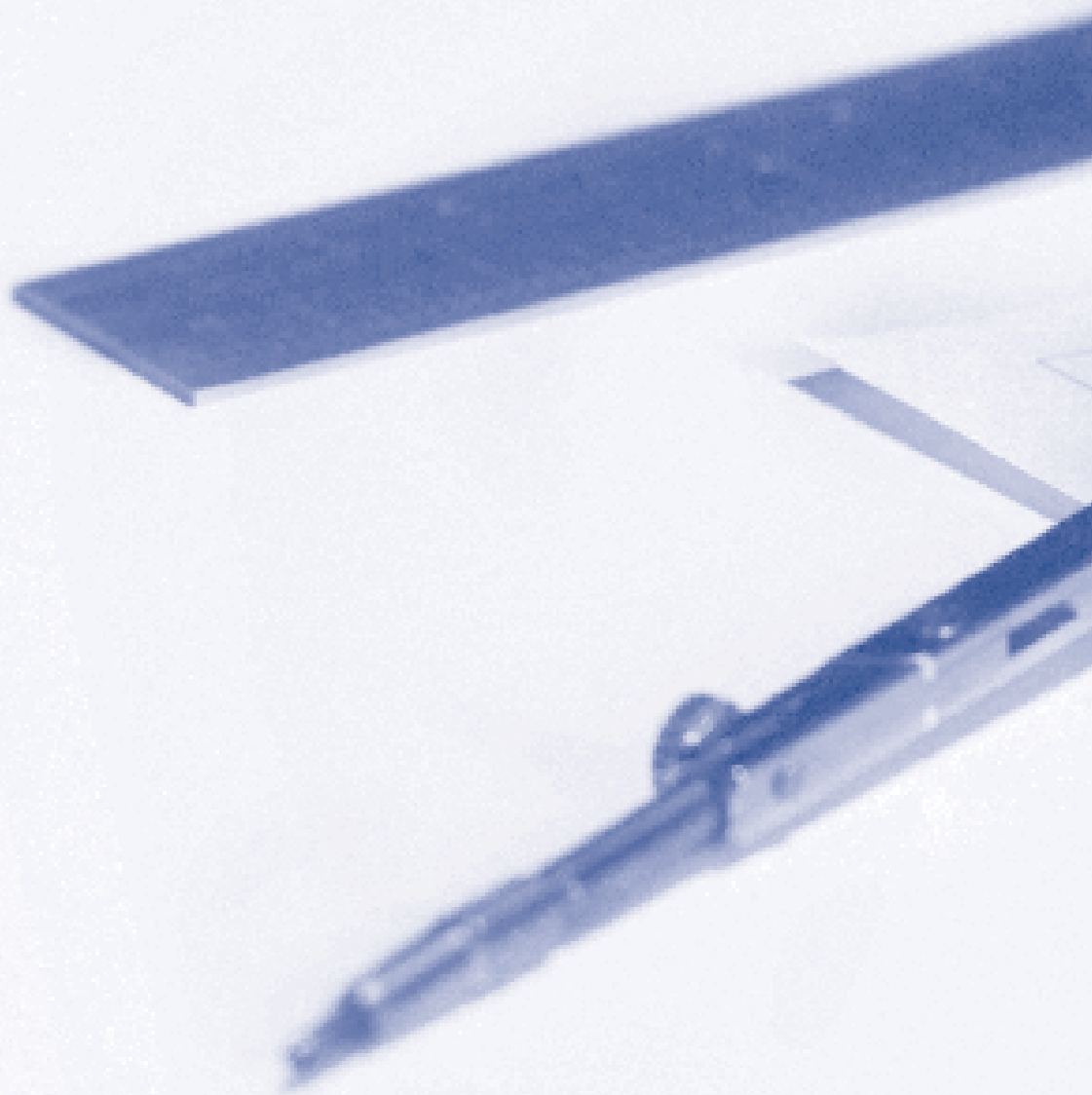
Innovation is also a collaborative process that requires significant funding. Bromma invests for success, with a strong engineering team and an on-site factory for prototype production. The results speak for themselves: the first Greenline™ all-electric yard and STS crane spreaders, the first twin-lift spreader, the first advanced spreader prognostics and

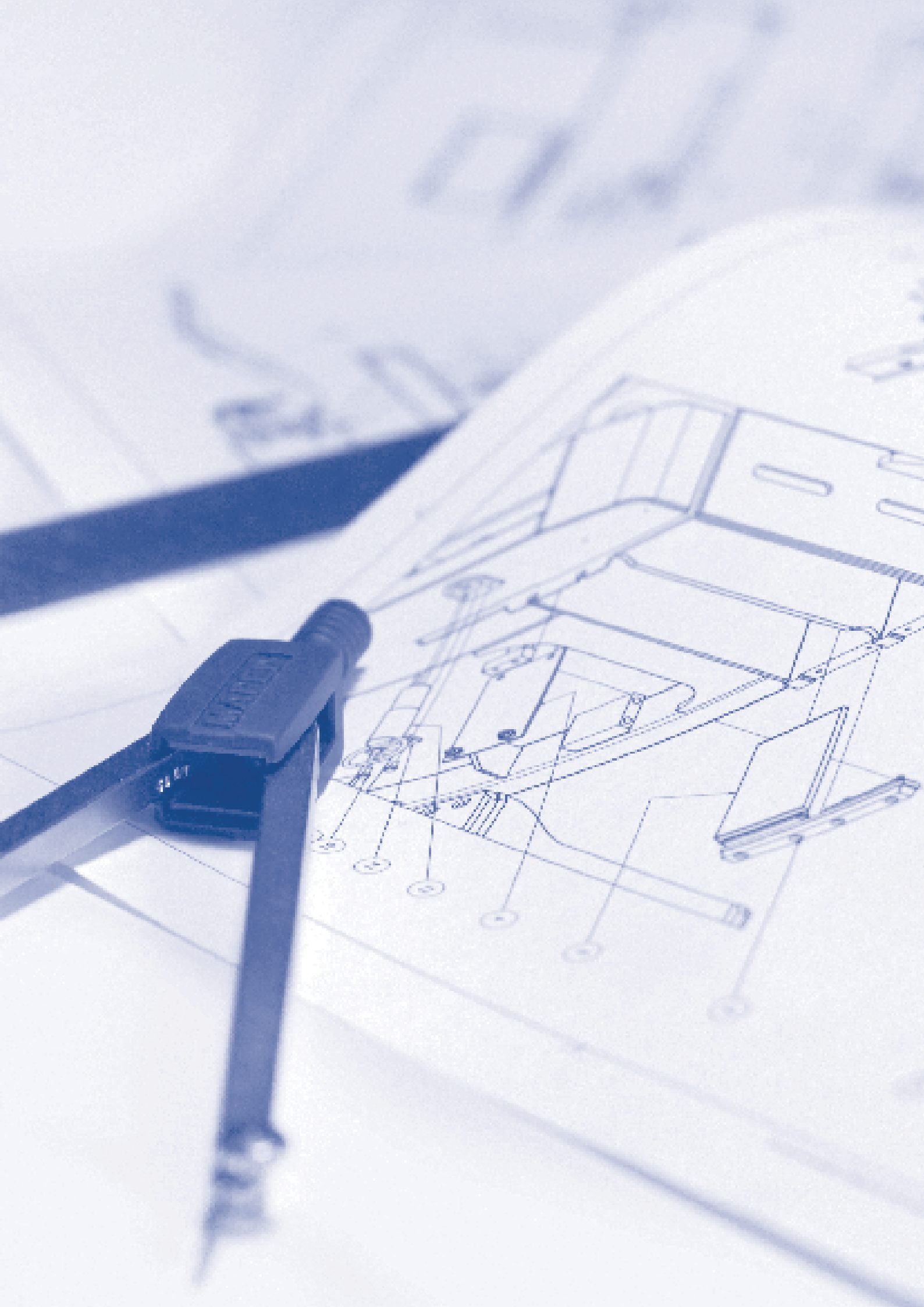
diagnostics system, SCS<sup>3</sup>, the safety-enhancing Bromma twin-twenty detection system (TTDS), the memory positioning system (MPS), the Tandem™ line of spreaders and the Bromma load sensing system.

Bromma product development is also greatly enhanced by our customers. Terminals all around the world, generously enable Bromma to perform rigorous field tests in order to refine spreader performance. At its best, technical innovation emerges from our customer's ambitions and our customer's headaches. It is informed by real-world operating challenges – whether that's container handling when it's 55 degrees Celsius in the shade, or the need to speed fault diagnostics in order to reduce change-outs.

# WE NEVER STOP LISTENING

*We never stop learning. This is why we never stop innovating.*







**WE LEARN, LISTEN  
& INVEST**

**WE ARE BROMMA**



# STRONG BUSINESS

*relationships aren't forged when things go well.*

*They are created when things go wrong. In the stress that follows things going wrong – that's when a company's values are clearly revealed.*

The Bromma after-sales organization is built around a simple pledge – we will deliver on the promise inherent in the Bromma name. The mission of Bromma after-sales is, of course, to solve problems. Yet, even more, we seek to prevent them. Winning customers means building great spreaders. Keeping customers, we know, requires great support. Bromma after-sales pursues our “solve problems/prevent them” mission with the largest spreader technical support team in the business.

Bromma University training courses equip terminal service staff with the tools and know-how to avoid downtime events, and shorten them when they do occur. Bromma refurbishment and upgrade services extend the useful life of spreader fleets, thereby maximizing capital investment. Plus, spare parts warehouses and support offices around the world ensure the timely delivery of needed parts.

# ACHIEVEMENT REQUIRES MORE THAN VISION

*It takes resources to realize visions. It's the muscle of resources that gives Bromma the power to perform.*

When you select a company to be your primary spreader fleet supplier, it is an act of faith – both in a company's present and its future. As such, assessing a company's resources – its management depth, engineering breadth, and production muscle – is crucial when selecting a strategic business partner.

When you partner with Bromma, you add to your team the most resource-rich spreader organization in the business. Bromma spreader factories in Asia and Scandinavia design and build 2,000 spreaders per year, and

nearly 1,000 of these are telescopic crane spreaders. With an annual turnover solely from spreaders of more than 150 million Euros, Bromma has the ability to invest continuously to achieve quality stability.

For tighter management of the production process, we build spreaders in-house, at factories equipped with the industry's latest-generation laser-cutting machines, welding machines, and jigs and fixtures. Bromma manufacturing investment gives us production horsepower that no other spreader company can approach.





**» WE ARE THE PREFERRED BUSINESS PARTNER**  
– an organization with the muscle to realize its  
ambitions and meet your needs. We are Bromma.

**» AT BROMMA, WE UNDERSTAND THAT OUR JOB DOESN'T END**  
when we establish a relationship with a customer. It's when  
our job really begins. We are Bromma.



» **MUCH OF THE RISK**  
in terminal operations is linked to  
spreader performance. No one knows  
the spreader business like Bromma.

# THERE IS NO GROUP OF MORE EXPERIENCED SPREADER PROFESSIONALS IN THE WORLD

Whose word do you rely on? Whose knowledge do you trust? From Singapore to Stockholm, Dubai to Durham, Team Bromma is made up of the most knowledgeable group of spreader professionals in the world.

Bromma delivered the first telescopic spreader in 1965, and since then has pioneered the key transitions in container handling – from single-lift to twin-lift; twin-20 to Tandem™ operations, and from very basic technology to today's state-of-the-art spreader diagnostics technology.

The result of this experience is measured in the operational achievements of our customers. With proper maintenance, Bromma spreaders are known to achieve mean moves between failure of 2,500 or more at some terminals.

This level of reliability has an immediate impact on terminal profitability, and is one reason why Bromma equipment has a higher return on investment than any crane spreader on the market today.

» CARGOTEC SWEDEN AB  
BROMMA CONQUIP  
Box 1133, Malaxgatan 7  
SE-164 22 Kista  
Sweden

☎ +46 8 620 0900  
📠 +46 8 739 3786  
📧 [sales@bromma.com](mailto:sales@bromma.com)  
[www.bromma.com](http://www.bromma.com)

*A Tradition of Innovation*



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