

UNIQUE COLLABORATION BETWEEN TRUX AND GERMAN JUMBO-FISCHER



Trux front protection – Highway and Offroad – will become even more common in Germany and they are available in a variety of lacquered combinations.

Trux AB in Sweden, producers of light bars and front protectors of aluminium for heavy trucks, has initiated a unique collaboration with the German company Jumbo-Fischer. This is to meet the increasing demand of aluminium products in the German market.

In 2010, Germany stood for over 25 percent of the total truck sales in Europe, which is almost 50 000 cars. Trux has operated in the country for several years but will from now on focus even more on this attractive market.

In a unique collaboration with Jumbo-Fischer, one of Germany's leading retailers of stainless steel truck accessories, they will distribute Trux light bars, front protectors and other products in the country.

Trux has high expectations of the collaboration.

– With Jumbo Fischer's 80 years of experience we gain the knowledge of the German market, which we didn't have before and can reach out to customers on an entirely different level than before, says Hasse Olsson, manager at Trux in Sweden.

Jumbo Fischer believes that the new addition will be successful in their home country.

– We're getting more and more inquiries from the German market for light bars and front protection of aluminium and as a retailer for Trux we can finally offer that to our customers, says Jörgen-Arne Fischer, director of the Jumbo-Fischer.

Trux is the market leader in Europe of front-mounted safety and styling equipment for trucks.

The company was founded in 1986 and the largest individual markets are Sweden, Norway and Germany.

Trux AB is located in Ljusdal in the middle of Sweden and is a part of Mekanotjänst Holding AB which has 276 employees and a turnover of SEK 370 million

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