



New Market Opportunities for Heavy User Cutting & Drilling Companies

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- Surface Preparation
- Demolition Robots

How Husqvarna are providing new opportunities to our HU customers with our PG product lines.



One of the Husqvarna strategies is to supply products to our existing HU customer base that provide business synergies and new opportunities for them. One such product offering is the Surface Preparation and Finishing line of machinery.

Why Surface Preparation is an opportunity for Traditional HU Cutting & Drilling Contractors

- 1. Many competitors all offering similar services.
- 2. To start a business in this field, the start-up costs are quite small; one reason there are many competitors.
- 3. A lot of experienced contractors with a high degree of self-sufficiency.



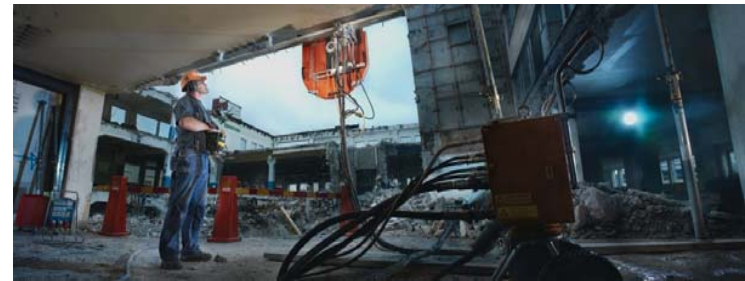
In light of these factors, many HU business owners are looking for ways to diversify their services and product offerings in order to develop another avenue for sales and point of difference to their competitors.



Why Surface Preparation & Finishing is a market sector a HU cutting & drilling contractor could expand into

- 1. It is one of the fastest growing parts of the concrete industry.
- 2. It has synergies with your cutting & drilling business – often their existing customers require these services too.

- 3. Due to the nature of Cutting & Drilling, HU customers are often one of the first contractors on a new building site or demolition / renovation project. Often this provides the opportunity to discuss Surface Preparation & Finishing work that may need to be performed on that particular construction site before other contractors who only specialise in Surface Preparation & Finishing.



4. The “**barrier to entry**” is higher for Surface Preparation & Finishing than for Cutting & Drilling.

There are a number of barriers to entry for Surface Preparation & Finishing that are not such a factor for Cutting & Drilling:

- **Set-up cost** for equipment purchase – This is generally much higher than the equipment required to begin a Cutting & Drilling business. This favours the larger and more established HU customers looking to enter this market.

- **Skill level** – since Surface Preparation & Finishing applications are so different to Cutting & Drilling and the market is also not as mature, it is significantly harder to find experienced operators.

Therefore, customers who prepared to invest and develop this opportunity as an addition to their current core business (Cutting & Drilling) are able to develop a significant point of difference to their competitors who are not able or prepared to.

Moreover, since Husqvarna supply the total package for Surface Preparation & Finishing (equipment, diamond tools and chemicals for concrete polishing), and can also provide the training and education for new users, it makes us an excellent supplier of choice to partner with them in this new arm to their business.



Furthermore, Husqvarna continue to increase a marketing presence in the Surface Preparation & Finishing industry, with a particular focus on the concrete polishing sector.



Through this process, the Husqvarna brand is creating the reputation as being one of the leaders in this industry which, in turn, often creates project opportunities we are then able to refer on to our customer base, which, in turn, creates additional profit for our customers.

Demolition Robots



Combination of Sawing and Breaking with Demolition Robots






Pile Driving

Wall grinding

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Wall saw unit

Floor grinding head

Wall saw rail


Wall grinding rig

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Wall grinding in action




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Thank you for listening!

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