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## Technicon is Rewarded for Securing Robot Sales with Express Speed

It is almost unheard of, but after just two years as a Danish distributor, Technicon is named Platinum Distributor by Universal Robots. Now the sales effort is further intensified, and at the same time the roles in Technicon's sales department change. Technicon is implementing organizational changes and the fast-growing automation house is starting the hunt for a new head of sales.



At the end of the 4<sup>th</sup> quarter of 2019, Universal Robots appointed Technicon as a new nationwide distributor of the world-famous flexible and user-friendly robots.

Over the past two years, Technicon has been the driving force behind sales of UR's cobots in Denmark. That's why Technicon is now joining the exclusive party as Platinum Distributor 2020.

### More than 400 UR-distributors Worldwide

Worldwide, Universal Robots has more than 400 dealers, which are divided into different classes based on sales performance. The top category is platinum and here are just 25 of the 400 distributors to be found. Technicon is already strong in the market for advanced and user-friendly automation solutions, and leading industrial companies are among the growing number of customers who draw on Technicon's expertise. The growing demand for advanced solutions has significantly increased Technicon's growth. This is reflected in the fact that the number of employees has doubled in a few years from 30 to 60 employees.

At the same time, Technicon has in recent years, among other things, been named a Gazelle by the business newspaper Børsen, and in addition to being a distributor of UR, Technicon is a dealer of a growing selection of the market's best modular automation solutions.

It is exactly the ability to keep abreast of the robot development and an in-depth know-how about how to solve the challenges of industrial companies with innovation and professional depth, which are among the main reasons why Technicon is now named Platinum Distributor.

*"That we appointed Technicon as a Danish distributor turned out to be the right decision. Not only does Technicon have a wide and constantly growing range of top-level productivity-enhancing automation solutions. Technicon is also an optimal match because Technicon - also measured on an international scale - is at the forefront when it comes to the implementation of the technologies of the future",* Regional Sales Director Michael Hjertebjerg from UR says.

*"Technicon is a strong example of a Danish technological front runner company that is able to translate in-depth cutting edge robot knowledge into concrete results. The fact that Technicon has close relationships with a broad section of the industry confirms the last two years' sales figures",* Michael Hjertebjerg says.

As an example of Technicon's unique ability to develop innovative solutions to hitherto unsolvable challenges, Michael Hjertebjerg highlights Technicon's close collaboration with universities and the active involvement in spreading the strengths of Danish robot environment to an even larger range of Danish manufacturing companies.

*"We are of course very proud to achieve Platinum Distributor status. The solutions from Universal Robots are optimal for so many production companies that want to have better opportunities to achieve a stable, relieving, and scalable production. The market for cobots is far from saturated. Instead of resting on our laurels, we are now stepping up our sales efforts and changing the team line-up", CEO Casper Hansen, Technicon, says.*

### **New Head of Sales wanted**

The team changes mean that Technicon's former head of sales Thomas Gøtke will in future be responsible for Key Account Sales.

The organizational change also includes Thomas Gøtke relinquishing responsibility for the overall sale. Instead, Thomas Gøtke will in future increase the development of high-quality solutions for Technicon's key customers in pharma, biotech, and medico, where there is a growing demand for in-depth experience and technical engineering competencies in automation right from the sales phase.

*"We are intensifying our targeted efforts, and it will largely be Thomas Gøtke's task to take our sales efforts to the next level. At the same time, we are changing the organization to ensure a high level of ambition in relation to the other customers and industries", Casper Hansen says.*

Casper Hansen mentions that Technicon is therefore now starting to find a new sales manager who will have the main task of driving sales to a number of the other industries where the need for flexible automation solutions is great - for example the metal industry.

