

Lantmännen Aspen strengthens its canvassing in Europe



In the beginning of this year Lantmännen Aspen began a new collaboration with his long-standing partner Husqvarna. Lantmännen Aspen takes over the responsibility for all customer contacts, while Husqvarna continues to be the sales channel.

Lantmännen Aspen is the market leader in alkylate petrol in Europe. Sales have for many years been in cooperation with Husqvarna, and since the beginning of this year, the parties have initiated a new form of cooperation. It means that Lantmännen Aspen takes the responsibility for customer processing, orders and invoicing in consolidated dealers.

- The advantage is that we can focus on our product and on the customers, while Husqvarna gives us access to the markets best sales network within forest and garden, says Sven Löfving, Sales & Marketing Manager, Europe.



Sven Löfving

Mats Uhrlander, Sales & Marketing Manager for the Nordic markets, agrees:

-This is a natural and positive development - both for us and for Husqvarna. We will get an even closer dialogue and a better opportunity to support the dealers in their work with customers and sales. The response from dealers and customers have already been noticed.



Mats Uhrlander

French sales company

The Business Model has already been used in Sweden, Germany and Holland during the past 15-20 years, with great success and is now introduced it in France, England, Denmark, Norway and Finland. In order to address the French market Lantmännen has started a sales company in France and hired a CEO in place, Didier Leynaud. Austria is handled through Lantmännen associates in Germany. The English market has been processed by a distributor for three years, who now receives the full responsibility.

New Nordic Salesforce

In order to address Norway and Denmark, Sonny Bäck was recruited already in 2006 to the headquarter. Sales departments was reinforced in 2008 when Tina Heslyk and Arthur Knutsen were hired, responsible for the Danish and Norwegian markets. In Finland, the seller Niina Määttä has recently been hired.



Niina, Arthur and Tina

-Later during this year, we hope to enter the Spanish and Portuguese markets, and it is important that we then have a good working sales distribution network for the Nordic countries as well as the European ones, says Sven Löfving.