

## PRESS RELEASE

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# A NEW DIMENSION IN SURFACE PREPARATION

*Husqvarna Construction launches the first wave of its recently rebranded Blastrac and Diamatic surface preparation product range. As of June 8, the fully integrated offering including floor scrapers, scarifiers and floor grinders are available to order in all key markets.*

The acquisition of Blastrac was completed in January last year and it was late in 2021 that Husqvarna Construction publicly announced its intention to further consolidate brands in the surface preparation segment with a supporting campaign labelled "The Orange Evolution<sup>2</sup>".

*"We have showcased our rebranded product range at multiple trade shows, it has been very well received and we are really happy to announce that we are now ready to start delivering to our broad range of customers in the surface preparation industry"* says Stijn Verherstraeten, Senior Vice President Concrete Surfaces & Floors, at Husqvarna Construction.

This additional offering has considerably enhanced the existing Husqvarna surface preparation portfolio by bringing advanced shot-blasting, scraping and scarifying solutions to Husqvarna customers and partners. In turn, Blastrac customers and

partners now have access to adjacent products such as compactors, concrete placement equipment, sawing & drilling equipment and demolition robots, as well as a wide (digital) service offering.

*"We are extremely proud to provide our customers with what is most likely the best and broadest surface preparation range in the industry and all of this under one strong brand,"* says Stijn Verherstraeten.

With this first wave of rebranded Blastrac and Diamatic products, Husqvarna further shapes and complements its offering for floor grinding, scarifying and scraping. The second wave targeting spring 2023 will include shot- and steel-blasting solutions and associated dust extractors. Until 2023, these products will continue to be available under the Blastrac brand.

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