

# TWO BECOME ONE

# HATTELAND® TECHNOLOGY

an EMBRON Company 

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## Hatteland Display AS and Elektronix AS merge to form Hatteland Technology

**Aksdal, Norway, 19 February 2019** – Leading maritime display and computer manufacturer Hatteland Display has announced that it is merging with advanced technology solutions provider Elektronix. Under the terms of this unification, the two subsidiaries of the EMBRON group will now become a single entity, called Hatteland Technology.

As a provider of advanced technology solutions within industrial computing, security & surveillance and industrial networking, the Elektronix portfolio is highly complimentary with Hatteland Display's offering as the global leader

in maritime display and computer systems. Both companies offer standard off-the-shelf products and customised solutions & services, a strategy that will continue as they combine to form Hatteland Technology.

The merger represents the logical consolidation of an extensive and fruitful backstory. Hatteland Display and Elektronix had already worked closely together on a range of projects over many years, and the new merged company will see a combined workforce of around 200 people centralising the operational processes, unique skill sets and market experience of lucrative businesses which, taken in tandem, boasted revenues totalling nearly 600 million Norwegian krone in 2018.

*"This new chapter in our collective development, which will take effect over the coming months, will enable us to bring more value to our customers," says Trond K. Johannessen, President and CEO, Hatteland Technology. "Our clients can be reassured that we anticipate no disruption in service and that the day-to-day running of our previously separate organisations will remain as it stands, so customer relations will seamlessly continue with the same trusted staff members on hand."*

*"The integration of both companies' accumulated technical knowledge and strategies will inevitably manifest itself throughout the verticals we operate in, with positive consequences that will permeate our working practices and drive improvements throughout our expanded product portfolio. Hatteland Technology will therefore be trading from a position of considerable strength and dynamism, and we look forward to capitalising upon the symbiotic possibilities inherent in this new business undertaking."*

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**--- About Hatteland Technology ---**

Based at a new HQ in Akksdal, Norway, Hatteland Technology is the leading global provider of display and computer solutions for professional maritime use, and advanced technology solutions within industrial computing, security & surveillance and industrial networking, ranging from standard off-the-shelf products to customised solutions and services. Its products are used for navigation, automation, positioning, monitoring etc, and are delivered to system integrators worldwide. The company has approximately 200 employees with offices in Norway, Sweden, Finland, Germany, France, USA as well as agents in Asia, Australia, Canada and USA. Hatteland Display and Elektronik reported combined revenues of approx. NOK 600 million in 2018. See [www.hatteland-display.com](http://www.hatteland-display.com) for more information.

**--- About EMBRON ---**

EMBRON is a global technology group with solutions and services targeted towards the needs of today's leading technology providers. EMBRON provides

a broad portfolio of Technology Solutions, R&D and Engineering services and Manufacturing services to customers within diverse market segments including marine, offshore, defence, automotive, medical, retail, manufacturing, finance, air traffic control and transportation. Through deep industry knowledge, EMBRON provides solutions and services that are tailored to the exact needs of each market and customer. The main EMBRON companies are Norautron, Hatteland Display, Elektronix, GuardREC and QRTECH. Revenues in 2016 were approx. NOK 1.4 Billion, positioning EMBRON as one of the largest IT and technology companies in Norway. EMBRON has 17 offices in 9 countries and employs around 1000 people. The company is owned 100% by JC Broch AS, which is fully owned by Jørgen Cato Broch. See [www.embrongroup.com](http://www.embrongroup.com) for more information.