

PRESS RELEASE FROM AMPLEX AB
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INGENITEC becomes PRONOMIC as the Amplex Group strengthens the Pronomic brand on the French market.



After Pronomic SAS in May 2023 acquired Ingenitec SAS, a leader in the field of lifting and material handling on the French market, the brand strategy is now confirmed with the merger of the two companies.

Ingenitec SAS, based in Montbrison, France, is a distributor and manufacturer of lifting and material handling equipment founded in 2003. The company has a strong presence on the French market with a sales team covering the entire country. Since its inception, the company has positioned itself on specific solutions, including highly specialized ones. With the acquisition of Ingenitec, Pronomic SAS has become a leading distributor of lifting equipment in France with its proprietary Lift&Drive lifters and other products manufactured within the Amplex group, such as tube lifters, load manipulators, and lifting tables.

The two companies are highly complementary as they have had a reciprocal purchasing and sales relationship since 2007; thus, this merger is a natural step. This integration will strengthen the company's position in commercial terms, as well as in terms of production and distribution on the French market.

The two facilities in Millery and Montbrison will remain to ensure the continuity of the added value of each site. As from January 1, 2024, the company will be known as Pronomic SAS. Pronomic SAS employs 43 people in the new constellation. The headquarter is located in Millery, near Lyon.

"This merger follows an obvious logic and is therefore very natural, given that our product range is aimed at the same users," says Pierre Elow, President of Pronomic SAS. "We are surrounded by a fantastic team who share our ambitions in this market for ergonomic handling solutions," adds Jean-Charles Doublet, Managing Director of Pronomic SAS.

Part of Amplex

Pronomic is part of Amplex AB, a privately owned Swedish corporate group that acquires, owns and develops technology-based businesses in selected niches. Offering innovative solutions mainly in lifting technology and materials handling, workplace safety and lighting, the group companies contribute to increased efficiency and competitiveness for their customers. Together the companies have operations in some ten countries in Europe, Asia and North America. To learn more about Amplex, please visit www.amplexab.se

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