



”Now we can focus on what brings us profitability”

In 2008, Svenska Mätcenter began cooperating with Sonat. Since then, both parties have developed a successful cooperation around a process for order management, Warehousing and distribution of measuring instruments and software on behalf of the subsidiary, Control System Svenska Mätcenter AB.

“Even though we started in the middle of the financial crisis, the end of 2008 and beginning of 2009, the operation has gotten off to a good start,” says Fredrik Andershed, who took over as president for Control System Svenska Mätcenter in February 2009.

The company’s business concept is to offer the construction and facility industry a competitive selection of measuring instruments, in other words, everything from integrated mechanical control solutions, total stations, lasers, GPS equipment, distance meters, weighing instruments and a series of accessories such as measuring tapes, stands and much more.

In addition, training and qualified technical service and support are offered.

“We have everything from simple distance meters to very advanced products that are mounted on, for example, excavators, and contribute to increasing productivity and quality in connection with construction. The ambition is not that we shall have the market’s broadest offer, but that we shall have a competitive and comprehensive selection. Svenska Mätcenter Control System has 15 employees, has sales of SEK 40 million and is the sole representative for the construction and facility industry in Sweden for the American company, Trimble.

Price pressure resulted in innovative solution

During the last five to ten years, lasers and GPS devices have become increasingly less expensive. A good laser that cost between SEK 30-50 thousand a few years ago can now be obtained for less than SEK 10 thousand.

Price pressure has led to Mätcenter Control System changing its sales strategy in the segment, smaller and mid-size companies.

“Direct sales to smaller customers are no longer profitable. Since the fall of 2008 we have packaged our offers and provided a shop-in-shop solution called Construction Tools, which is currently with around 70 building supply companies over all of Sweden,” says Fredrik Andershed and emphasizes that the goal is to have at least 200 building supply companies as customers during the coming year.

The shop-in-shop solution, Construction Tools, is in practice an attractively designed exhibit that is placed in the building supply companies. The products in the exhibit are of the highest quality and are aimed at professional users within construction and facilities who want to purchase or rent qualified measurement equipment. Fredrik Andershed says that the inspiration for the solution comes from the fashion industry where Hugo Boss



and other leading brands work successfully with different concepts for shop-in-shop.

“Do what you do best”

The concept around Construction Tools was carefully developed for around one year. A series of experts participated in the process, including Sonat, who later got the assignment to be responsible for the process from order to delivery, and also to operate Control System’s warehouse, which soon was too small to handle the demand.

Fredrik Andershed is clearly satisfied with the cooperation.

“Sonat is doing a very good job. As our logistics function, Sonat is responsible for orders, warehousing and distribution as well as for proactively restocking our retailers’ displays as the products are sold. It is a very important function that drives our sales.”



*Fredrik Andershed
President for Control System
Svenska Mätcenter*

Fredrik Andershed tells that Control System’s service technicians previously spent a lot of time on logistics, which weakened profitability and the operation’s customer service. Through cooperation with Sonat, the technicians are freeing up valuable time that can be used for service.

“Our technicians are specialists in calibrating, repairing and providing service on measuring equipment and Sonat is an expert in logistics. Together we are a strong team.

With Sonat we also get a proactive partner that helps us to develop logistics the entire time,” says Fredrik Andershed. ■

SVENSKA MÄTCENTER

- Svenska Mätcenter is Sweden’s market-leading group within the area, measurement technology.
- The group has approximately 120 employees and has sales of around SEK 150 M
- The subsidiary, Svenska Mätcenter Control System AB, has 15 employees and sales of approximately SEK 40 M

Stockholm
Gamla Brogatan 34
SE 111 21 Stockholm
Tel: +46 8 20 27 40
Fax: +46 8 20 27 42

Örebro
Fabriksgatan 24, 4 tr
SE 702 23 Örebro
Tel: +46 8 20 27 40
Fax: +46 19 10 63 20

Norrköping
Södra Grytsgatan 4
SE 601 86 Norrköping
Tel: +46 8 20 27 40
Fax: +46 11 24 68 70

sonat