

STOP PRESS

AL-KO

AL-KO International purchases Sens-a-BRAKE.

AL-KO International today announced that it had purchased the Sens-a-BRAKE product and world-wide distribution rights from New Zealand company Edge International.

In what can only be described as renewed enthusiasm for the Sens-a-BRAKE product, AL-KO International plans to revamp the existing product over the next 12 months and provide additional and much needed technical and marketing support to this product.

Throughout Australia and New Zealand, as well as the majority of Europe and North America, owners of large trailers, horse floats and caravans are faced with a real dilemma as, by law, all trailers with a loaded weight exceeding two tonnes must incorporate power assisted brake application. Until recently the only solution was to fit a vacuum system to the tow vehicle, but not only is this very expensive it often also means that the warranty of the tow vehicle is voided.

The Sens-a-Brake actuator allowed the hydraulic disc brakes to not only become legal for rigs over 2 tonnes, but also perform exceptionally well.

With AL-KO International's 85 years of brake and chassis component experience, the new AL-KO brake actuator system will be substantially improve, and will provide variants to match all needs.

According to AL-KO International Managing Director, Mr. Sven Mannfolk "The purchase of the Sens-a-BRAKE product allows AL-KO International to now take it to the next level. A new brand, look and enthusiasm will be injected into this product, along with our many years of technical knowhow and superior production methods and facilities. It is an exciting time when a well known product within the market, backed by consumer confidence, can now be improved upon and distributed by AL-KO, which then continues to secure our long term position and strength throughout Australia and indeed, throughout the world markets"
"It is a very exciting time for all of us"

Edge International Managing Director, Mr. Jeff Sharp added "After years of design and improvement by Edge International on the Sens-a-BRAKE product, it was a natural progression for us to look towards a company that had the logistics and infrastructure to take this product, not only to the next level in regard to distribution, but also in regards to continual improvement. Edge International is very proud of the work we have done with this product over the years, and share the same enthusiasm and excitement shown by Mr. Mannfolk and AL-KO International for the future growth of the Sens-a-BRAKE products".

AL-KO International has confirmed that over the coming months, the product will have new life breathed into it, through re-branding and re-design elements, new production methods and a focus on improving the product as it currently exists on the market.

"This product, working to its full capacity, is a must for any large towed vehicle here and throughout the world" Mr. Mannfolk commented "And with AL-KO International now the driving force, we will pull out all stops to ensure, what once was the Sens-a-BRAKE product is now relaunched onto the market, bigger, better and more attractive in all ways to those who choose to use the best the market can offer".

For further information, please call AL-KO on 1800 035 603 or email info@alko.com.au