



HANZA signs strategic partnership agreement on MIG(TM)

HANZA Holding AB (publ) has signed a strategic partnership agreement with business strategist company Reforce International. The cooperation includes the business offering MIG(TM) that increases growth and profitability for product owners.

The offer has been developed through a unique analysis tool, MIG(TM), that methodically goes through the customer's challenges and opportunities, which have been developed by business strategist Reforce International.

To meet the great demand on MIG(TM), HANZA and Reforce today signed an agreement on strategic partnership.

"Reforce has extensive experience in business strategy development and execution in various sectors, which we now apply to the manufacturing industry in cooperation with HANZA" says Ulf Arnetz, Chairman Reforce International. "HANZA already has a strong manufacturing offering where we now add another dimension."

"Most factories are made more efficient today by the so-called Lean methodology," says Thomas Lindström, Vice President Sales & Marketing at HANZA. "We have developed the methodology one step further and use it on the manufacturing chain. It creates new and far greater opportunities for profitable growth."

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HANZA is a fast growing industrial business partner within manufacturing. The company lowers customer costs by supplying complete manufacturing solutions in mechanics, electronics, cables and final assembly. HANZA was founded in 2008 and has grown into a SEK billion company. The Company currently operates in Sweden, Finland, Estonia, Poland, Slovakia and China. Among HANZA's clients there are leading industrial companies such as Atlas Copco, Ericsson, ABB and Saab Defense. www.hanza.com.