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POWERBOX
Mastering Power

Powerbox-Craftec becomes POWERBOX

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One of Europe's largest power supply companies, Powerbox-Craftec, simplifies its name, and launches new website as part of a new strategy implementation.

A lot is happening at Powerbox-Craftec. Since the merger of the two sister companies, in the autumn of 2013, a new strategy has been developed and is currently being implemented.

Making the complex simple is the business idea headlining the new strategy. It builds on the company's recognised reputation of high level product performance and customer service. This enhances the ability to arrive at optimal power solutions for our customers, whether it be a standard power converter or a complex system involving custom design, supply chain logistics and aftermarket support. The target market remains unchanged; focus is on power solutions for demanding applications, predominantly in the Industrial, Medical, Railway & Transportation, and Defence sectors.

Two specific steps in this on-going process are happening right now. The name is simplified from Powerbox-Craftec to POWERBOX, and a new website for the joint company has been launched at www.prbx.com. Although very visible, these steps are neither a starting point nor the goal. As stated by POWERBOX CEO Martin Sjöstrand "They are steps in our stride to offer our customers the simplest way to the best solution. The Powerbox and/or Craftec you know is becoming even better and simpler to work with. The process is on-going. Stay tuned."

POWERBOX, founded in 1974, is one of Europe's largest power supply companies. With the headquarters in Sweden and local operations in 15 countries on four continents POWERBOX serves customers around the globe. With its extensive competence, experience and product range POWERBOX combines the roles of power consultant and supplier, enhancing its customer's competitiveness by suggesting and supplying optimised power solutions.

For more information

Visit www.prbx.com

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