

P R  
B X

POWERBOX  
Mastering Power

## Powerbox-Craftec becomes POWERBOX

**Date: Wednesday, December 03, 2014**

**One of Europe's largest power supply companies, Powerbox-Craftec, simplifys its name and launches new website as part of implementing new strategy.**

A lot is happening at Powerbox-Craftec. Since the merger of the two sister companies in the fall 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 recognized high level in product performance and customer service, adding ease of access both in the customer interphase and to all various competences within the company. This enhances the ability to arrive at optimal power solutions for the customers, whether it be a standard power converter or a complex system involving custom design, supply chain logistics and aftermarket support. The target market is unchanged. Focus is on power solutions for demanding applications, predominantly in the Industrial, Medical, Railway & Transportation, and Defense sectors. Main customer interphase is POWERBOX' 120 power people in 15 countries.

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 is launched at [www.prbx.com](http://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 strive to offer our customers the simplest way to the best solution. The Powerbox and/or Craftec you know is gradually becoming even better and easier to get to. The work 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 optimized power solutions.*

### **For more information**

Visit [www.prbx.com](http://www.prbx.com)

Please contact Martin Sjöstrand, CEO

+46 (0)158 703 00