

## Atlas Copco award recognizes innovative marketing and sales concept for smart factory solutions

**Stockholm, Sweden, March 13, 2018: The Peter Wallenberg Marketing and Sales Award this year recognizes the marketing of a digitalized system that boosts productivity for manufacturers. The concept positions Atlas Copco as a leader in Industry 4.0/Smart Factory solutions.**

The award goes to the MVI Division Global Marketing Team in Atlas Copco's Industrial Technique business area for creating a marketing concept around the productivity-enhancing manufacturing solution Smart Connected Assembly. The concept positions Atlas Copco as a leader in Industry 4.0/Smart Factory solutions in assembly operations with a complete product offer consisting of tools, software and data driven products.

The result is more productivity and lower cost for cost for industrial customers such as automotive manufacturers. Nicklas Tibblin, VP Marketing, Robert Stribeck, Product Manager, Jonas Lundgren, Product Manager and Nurgul Atayer, Project Leader will be presented the award at Atlas Copco's Annual General Meeting.

*"Atlas Copco wants to be a leader when it comes to connectivity and smart solutions in the industrial sector. The marketing of Smart Connected Assembly has been demonstrating that and the customer value it brings in an innovative way. I am happy to present the award to a successful team of talented employees,"* said Mats Rahmström, Atlas Copco's President and CEO.



*A truckload of Smart Connected Assembly. The truck is a part of the marketing concept and is used for demonstrating the tools and software to customers.*

<https://www.youtube.com/watch?v=Fsj5DRCyjk>

The Peter Wallenberg Marketing and Sales Award, named after Atlas Copco's former Honorary Chair, recognizes the most innovative successfully implemented method in the field of sales and marketing. The award was established in 1996. The award will be presented to the winners at the Annual General Meeting on April 24, 2018. For information on past award winners, please see <http://www.atlascopcogroup.com/en/innovation/awards/internal-awards>.

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**Atlas Copco** is a world-leading provider of sustainable productivity solutions. The Group serves customers with innovative compressors, vacuum solutions and air treatment systems, construction and mining equipment, power tools and assembly systems. Atlas Copco develops products and services focused on productivity, energy efficiency, safety and ergonomics. The company was founded in 1873, is based in Stockholm, Sweden, and has a global reach spanning more than 180 countries. In 2017, Atlas Copco had revenues of BSEK 116 (BEUR 12) and about 47 000 employees. Learn more at [www.atlascopcogroup.com](http://www.atlascopcogroup.com).