



Billund, Denmark, 5th March 2019

THE SA GROUP CENTRALIZES PRODUCT DEVELOPMENT ACTIVITIES

The SA Group are centralizing the development of avionics related products to Scandinavian Avionics A/S in Billund, Denmark. The SA Group has a long history of product development and manufacturing of various electronics applications and related structural components for the aviation industry. In order to continue to grow in this segment, and make the best of their specialized resources both in the Billund Headquarter and departments abroad, they are now merging the required core competencies from some of the subsidiaries.

As a direct consequence the company SA Technologies AB, who has developed and marketed the Electronic Flight Bag (EFB) product line within The SA Group since 2012, will now be merged into Scandinavian Avionics A/S' sister company Scandinavian Avionics AB.

The customer focus for the EFB product line has been in the airline domain with hundreds of installations on aircraft types as Airbus A320, Boeing 737, Boeing 757, Boeing 767, ATR, ATP and Bombardier Q400. With the EFB customer list growing and the demand for new products increases in all of the business areas of The SA Group, a larger organization is required. Going forward the product development and certification for the EFB portfolio will be centralized to Scandinavian Avionics A/S in Billund, Denmark.

This act of consolidation will enhance the product development and certification cycle as well as optimizing the production and logistics flows. SA Technologies AB's core competences lies within the EFB segment, and consequently the business and concept development within this specialized area, as well as the sales and customer support will continue with all the key personnel involved today, subsequently merged into Scandinavian Avionics AB.

The growth of sales and marketing activities will enable a wider market reach, while securing that customer focus will remain at the high level it is today. New market openings with new exciting products within civil aviation, business jets and helicopters lies ahead.

Lars Eriksson, Managing Director for Scandinavian Avionics AB comments:

“ We have had the opportunity to run the startup company as part of the SA Group with all its benefits. The traditional EFB product line is now mature and expanding and will share more technology with the other products manufactured by Scandinavian Avionics A/S. I foresee a higher paced product development, faster time to market, and a significantly increased manufacturing and logistics capacity to meet the high demands of aviation today.

CONTACT

Christian Eriksson | Sales & Marketing
P: +46 709 737 710 | CER@scanav.com

SCANDINAVIAN AVIONICS A/S

Billund Airport | Stratusvej 9 | DK-7190 Billund
P: +45 7950 8000 | F: +45 7950 8099 | www.scanav.com

Michael Truelsen, CEO Scandinavian Avionics A/S comment:

“ With the mature EFB product development merged into our general operation, we will be better aligned with our resources and services. I am confident we will take yet another step in the EFB domain, as we see the future of EFB's being even more integrated. The synergies with our current product portfolio will be significant, making this a natural step towards the continuance of delivering high quality products in a competitive market.

From a customer or partner perspective there are no changes for daily interfaces. E-mails and phone numbers will remain the same and Scandinavian Avionics AB will continue to develop products and concepts within the EFB domain in the same future proof path, only at a higher pace.

SCANDINAVIAN AVIONICS – HQ OF THE SA GROUP

Scandinavian Avionics provides complete turn-key avionics solutions for civil and military aircraft, helicopters and UAS. Including sales, avionics maintenance (MRO), certification (STC), design & engineering, installation, product development, production, training and consultancy services.

The SA Group consists of 11 divisions located in Europe, the Middle East, South- and Southeast Asia. The headquarters, which was established in 1978, is located in Billund, Denmark.

APPROVALS

EASA Part-145 | EASA Part-21J | EASA Part-21G | EASA Part-147 | FAA Part-145 | TCCA Part-145
BCAA Part-145 | GAR Part-145 | DOT RIN N083

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CONTACT

Christian Eriksson | Sales & Marketing
P: +46 709 737 710 | CER@scanav.com

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