GLOBAL ORGANISATION STANDS BEHIND MASTERVOLT

The Dutch-based company Mastervolt, a market leader in the world of ‘off-grid’ electrical power systems since its formation in 1991, became a subsidiary of US diversified industrial Actuant Corporation at the end of 2010. The merging of these two forces in 2011 celebrates the 20th Anniversary of Mastervolt and has secured Mastervolt’s long term ability to invest in exciting new innovations, a hallmark of the company to date, whilst Actuant has added another pool of expertise to its expanding portfolio.

Actuant is headquartered in Menomonee Falls in Wisconsin, USA, and is listed on the New York Stock Exchange as NYSE:ATU. This diversified company has revenues of approximately US$1.5 billion, so clearly has a solid financial base. It operates globally in four main sectors; Industrial, Engineered Solutions, Energy and Electrical.

Actuant has operations in more than 30 countries, and is currently focused on enlarging its energy business, among others, because it expects long-term growth in this sector including solar power and other renewables. As Mastervolt has long been a pioneer of self-sustaining power systems for the marine industry, mobile units and residential premises, it has become an ideal business partner, and a very strong addition to the parent company.

In the Electrical division where Mastervolt resides, Actuant also owns other OEM and marine-related electrical specialists that will directly complement the Mastervolt brand. These include New Zealand-based BEP Marine, which manufactures DC switches and panels, and Marinco, the premier manufacturer of electrical and harsh environment solutions for a variety of worldwide markets. Mastervolt’s products are also rigorously designed to withstand the challenges of the open sea, which meshes perfectly with Actuant’s programme of harsh environment solutions for the medical, mobile, industrial and theatrical markets. Interaction between all of Actuant’s related companies is being encouraged as part of an accelerated corporate growth and innovation programme.

Aside from the obvious synergy of pooling of knowledge and resources, another huge boost to Mastervolt’s long-term future is the global distribution network that comes with belonging to such a large and multi-faceted international corporation. This will extend Mastervolt’s reach into brand new markets, and increase its own portfolio of products.
“Becoming part of Actuant has brought nothing but benefits for Mastervolt, and our wide-ranging customer base,” explained Mastervolt’s Marketing Manager Marc Persoon. “The sheer power of Actuant, and its enthusiasm for pioneering electrical innovation, will be a tremendous boost to the cutting-edge work we do here. We now have access to a huge pool of expertise in associated fields, complimentary products, and a truly global distribution network. The future with Actuant is very exciting indeed.”