

Överum 2010-05-17

Information about the WPC in Sweden 2011!

Dear all!

I have the great pleasure to inform you about the agreement Överum has made with the world ploughing organization of becoming a main sponsor of the ploughing competition next year in Sweden. This competition will be hold in Vadstena in the south of Sweden the 13th-14th of May with a large exhibition.

Being the soul plough producer in Sweden we think it is obvious for us to support the ploughing competition and above all to support ploughing as a method of soil preparation. We are proud and happy that Sweden, for the fourth time in history, has been selected host of the World Ploughing Competition. And so close to the very heart of our production centre in Överum!

For the company is it a great opportunity to show our Överum/Kongskilde brand and the broad product portfolio of the group to contestants and visitors, coming to Sweden from all over the world to participate in this exciting event. The weekend before the ploughing competition Överum will arrange a company presentation and a factory tour for all the contestants and official visitors containing 300-400 people.

This year the WPC was held in New Zealand where our Scottish colleague Andy Greenhill was qualified as a competitor for Överum. It was a tough competition and Andy ploughed well but after some minor mistakes day 2 he ended up on the 21st place.

Our goal is now to get the group and the different distributors involved in the sponsorship to receive some possible marketing features. You will therefore receive the different logotypes for the event that can be used in advertising purpose. In the near future you will also discover the official sponsor sticker on the ploughs we are delivering.

We will distribute further running information.

Best regards
//Philip Olsson
Marketing department