

Redexim appoints exclusive Partner for Iceland

Zeist, 16 Nov 2023 - Redexim, the inventor of the Verti-Drain® aerator and other world-leading turf maintenance machinery is pleased to announce that they have entered into a strategic agreement with HÁ Verslun.

In 2023 HÁ Verslun is appointed as Redexim's exclusive distributor for Iceland. This appointment is part of Redexim's global strategy to evaluate and strengthen the route to market for the broad range of products Redexim produces. Redexim prides itself on high levels of customer service; the appointment of HÁ Verslun ensures these levels can be maintained for Redexim's clients in Iceland.



Hilmar Árnason , Director, HA Verslun

Hilmar Árnason , Director, HÁ Verslun: " We are very proud of being appointed the sole distributor for Redexim in Iceland. The quality of the machines from Redexim is undisputed in our opinion as they are leading the way in many categories of machinery for both natural and synthetic turf. This fits extremely well with our product portfolio such as Ransomes Jacobsen for golf, municipalities, contractors and more. We look forward to a long and prosperous relationship with Redexim in the years to come. "

" Iceland is a rugged and beautiful country with a broad range of sports being played regularly by both locals and tourists. Owing to the environment, the maintenance of these facilities requires equipment that is as tough as the job. This is where Redexim equipment plays its part. There is also a widening range of surface types with synthetic turf and more recently hybrid turf being installed, which all require expert maintenance; we are proud to be working with Hilmar and his team at HÁ Verslun and are adamant that his knowledge and relationships will continue to grow the Redexim brand in Iceland while offering expert advice and assistance to customers across the country. " says Curtis Allen, Sales Manager for Redexim.

HÁ Verlsun just turned two years old at the end of October. The business they do is very much related to the golf industry as well as construction. They are also distributor in Iceland for machinery from Husqvarna, Turfco, Iseki, Ransomes Jacobsen, and. The progress they have made since their establishment is beyond all expectations.

For more information about HÁ Verlsun visit: www.haverslun.is

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About Redexim: Redexim has become a world leader in turf management equipment by supplying the very best quality machines money can buy. Its product portfolio includes a variety of machines for the maintenance of natural grass and artificial grass. It all started in 1980 with the introduction of the Verti-Drain® deep-tine aeration machine, which was a revolutionary invention. Since its development the method of soil aeration across the world has changed, becoming the 'must use' for turf managers in their battle to aid turf growth in challenging environments. Over the years this innovative product has been joined by other market-leading machines such as overseeders, top dressers, renovation equipment, and a comprehensive range of synthetic turf maintenance machinery. Redexim has a distribution network in more than 100 countries and has its subsidiaries the United States, the United Kingdom and Australia.