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Brands

The multi-brand concept plays a significant role for Atlas Copco. The Group owns a number of different brands, all important for the success of the business.

Atlas Copco's multi-brand concept recognizes that each brand has its market segment and thereby is focusing on a well-defined market audience.

Products are differentiated, and are marketed through different distribution channels to better satisfy specific customer needs.

The Group owns more than 30 brands and many of these brands have leading positions in their respective market segments. From a revenue point of view, Atlas Copco is the most important brand.

Overview of all brands

ABAC Air Compressors	Desoutter	Mauguière
Agre	Dynapac	Pneumatech
ALUP	Fuji	Puska
BeaconMedaes	Grassair	Quincy
BelAire	HSi	Rand-Air
Bolaite	Intermech	Rodcraft
Ceccato	Linghein	SCA Schucker
Chicago Pneumatic	Liutech	Shenyang
Cirmac	Lutos	Worthington Creyssensac
Creemers	Mark	-

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