

Press release

150 Danish distributors and end customers and 15 suppliers join endorsia.com

The leading Danish marketplace for e-commerce IndustriLink I/S has decided to join endorsia.com. IndustriLink is owned by Arvid Nilsson A/S, Sandvik Coromant A/S, Tyrolit Nordic A/S, and SKF Danmark A/S., who together with 10 other leading suppliers of industrial components are supplying more than 150 local distributors and end customers in Denmark.

The Board of IndustriLink I/S has decided to transfer all of its operations into endorsia.com as from January 1st, 2001.

This means an addition of approximately some 200,000 transactions yearly to endorsia.com and a significant breakthrough of endorsia.com in Denmark. IndustriLink markets some 400 000 part numbers and has yearly sales of close to 200 million DKK.

In commenting the decision, Mr Lars Bursche, Chairman of the IndustriLink Board says,

- There are many reasons for moving over to endorsia.com. It is an open, functioning marketplace with proven functionality and above all, it is in a state of continued development, assuring that the members of IndustriLink are using the latest technology. The pace of development in the Internet environment is so fast, that it is imperative to be part of a global company like endorsia.com, to be assured a state-of-the-art technology.

Further, the catalogue structure of endorsia.com offers the buyers a richer content, than the current IndustriLink, since it is endorsed by the participating manufacturers and includes links to their data. This is particularly interesting for the end customers. The sourcing of so called MRO items (Maintenance Repair Operations) is characterised by a high number of items, often of low individual value but of strategic importance for the continuous running of a factory where a standstill, caused by a lacking spare part, can be very costly.



The structure of endorsia.com makes it very easy for participating distributors to join also as sellers. The cost saving potentials are considerable both on the selling side and on the buying side, as the administrative routine tasks can be made via the marketplace.

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For further information, please contact:

Lars G Malmer, SKF Group Communication, tel +46-(0)31-3371541, e-mail: Lars.G.Malmer@skf.com

Aktiebolaget SKF, SE-415 50 Göteborg, Sweden, tel +46-31-3371000, fax +46-31-3372832, ww.skf.com