

NEW BRAND AT JENS S: THE SH-CHAIN CHANGES NAME TO PROTORQUE



New brand, new box - same fit-for-function chain. Protorque replaces the SH-chain.

At Jens S. we want to be at the forefront with our products and service within power transmission. We want to provide our customers with solutions, that solves their biggest challenges today and in the future. At the same time, we want to contribute to a more sustainable world and a better future for future generations.

Following the acquisition of Hoyer Transmissions, we have worked to incorporate the expanded product portfolio into our own. This has resulted in the Protorque chain. A new step for a well-known product with an improved focus on sustainability.

Protorque: A common brand for several products

Protorque is a collective brand for transmission products, developed and distributed through Axel Johnson International's European organization, which includes Jens S. Transmissioner with companies in Sweden, Denmark, Norway and Finland.

All products under the brand, Protorque, are based on five key principles:

- 1 Accountability** – transparency, integrity and commitment are key factors in every process.
- 2 Collaboration** – we work closely with our partners to ensure a consistent and reliable supply chain.
- 3 Knowledge** – We have been using our great deal of knowledge from the power transmission industry in every step of the journey of the chain.
- 4 Innovation** – We work closely with our customers to understand their biggest challenges, so that we can create ground-breaking product solutions which really benefit their businesses.
- 5 Sustainability** - From our carefully considered supply chain and our manufacturing processes to our logistics network and partners, our business model is based on contributing to a sustainable future for the modern world.

What does this change mean?

That we can offer our customers the same functional chain - but under better control of the supply chain. Also, the same people who handled the SH-chain, will proudly continue the handling of the Protorque chain from the same office, warehouse and workshop in Hadsten.

Do you have any questions?

Contact Andreas Ahlburg at ada@jens-s.dk or +45 57 65 15 28 or your usual contactperson.

[Find contact information here.](#)