# Swedish Infobric AB launches UK Business

## Following increasing demand for its products and services in the UK Construction Market, Swedish Construction Software specialists Infobric AB have decided to launch Infobric UK Ltd. The company provide site access systems via smart cards and bio-metrics, smart card readers for construction plant and environmental controllers for site cabins. John Robertson will assume the role of UK Sales Director for the new company.

Interest in using smart technology on site has grown steadily with contractors, but there’s been a marked step change recently helped by CSCS completing their smart card roll out in December 2014 and IPAF announcing that all new PAL cards issued will be smart from the 1st January 2015.

Infobric's Managing Director Johan Harrysson said: *"With a growing demand for our revolutionary Software-as-a-Service with bio-metric readers to control access to construction sites, Infobric will now invest in a larger UK based sales and support team. We are very pleased to have John Robertson in the team to take our UK based business to a new level."*

Robertson has worked within the powered access industry for over 15 years and the last 10 years with AFI-Uplift Ltd. Robertson said: “*I had a great time working for AFI and it was a tough decision to leave. I had spent 4 years working alongside Infobric who produce AFI’s SmartZone system and product innovation was the most enjoyable part of my job, so when the chance came to be doing this on a daily basis, I couldn’t turn it down.”*

Infobric systems can read both the CSCS Smart Card and IPAF Smart PAL Card, so the machine control unit for powered access platforms, MCR610, is attracting a lot of interest from general plant hire companies as well as powered access rental companies.

Robertson said: *“Although the MCR610 is designed first and foremost to prevent the unauthorised use of plant, the amount of data it produces through our web based software package Infobric Ease, makes it a valuable tool for managing your plant. From tracking, live usage and utilisation to LOLER and service reporting, the system covers it all.”*



### John Robertson Machine Control Unit

### About Infobric

Infobric develops solutions that allow work on the construction site to be safer and more efficient, the Internet service Infobric Ease simplifies and makes the building process smoother with real time information from the site. Infobric headquarters are in Jönköping, Sweden, with offices in Stockholm, London, Oslo and Helsinki. The principal owner of the company is the fund Scope Growth II LP and the company's founders. For more information, see www.infobric.co.uk.

### If you would like more information, please contact:

John Robertson – Sales Director Infobric UK Ltd Johan Harrysson – Managing Director
Tel. +447939 304476 Tel. +46 70 837 55 66
Email: john.robertson@infobric.co.uk Email: johan.harrysson@infobric.se