



ENSTO AND HANTOM: CONNECTING SWITZERLAND

Ensto is gaining a foothold in Central Europe with its offering for electricity distribution systems. Switzerland's Hantom AG was looking for a new supplier and the company representatives were impressed by Ensto – its products, their quality, and the business.

Kaisa Kaikkonen Pexels, Hantom

Hantom AG specializes in cabling solutions for infrastructure projects. **Thomas Hanimann**, owner and Managing Director says, “We offer a wide range of high-quality cables and accessories. Thanks to our expertise, and a large warehouse in Frauenfeld, we can provide competent advice and swift deliveries across Switzerland. Additionally, we offer services such as partial discharge measurements, project support, and product-specific training for our customers.”

While search for a silicone connector solution, Hantom’s team came across a distributor of Ensto’s medium-voltage connectors in Switzerland. Hanimann says that after several meetings with Ensto, “We became familiar with its entire product portfolio of overhead line and underground cable accessories and recognized that it ideally complements our existing range. Therefore, in spring 2023, we took over the representation of Ensto in Switzerland.”

WIN-WIN PARTNERSHIP

Ensto’s **Sami Muranen**, Manager, Export Sales, says that when Hantom contacted Ensto, it quite soon became evident that the company was a perfect match. Everything seemed to be in good order, numbers excellent, and the willingness to grow tangible.

“It clearly was a win-win case,” he says. “We want to be present on the Swiss market, and Hantom has good operations, premises and warehouses, wide expertise, and know-how, as well as comprehensive services for the distribution system owners. The company represents very well the kind of suppliers we pursue.”

Muranen praises Hantom’s way and spirit of doing things: “Hantom is an expert in its field. The company has, from the very beginning, invested in localizing marketing materials as well as its social media presence, and the cooperation truly seems to function very well.”



From left: Marco Eymann (Hantom), Steven Richner (Hantom), Sami Muranen (Ensto), Gyula Hegedus (Ensto), Fabian Kohlbrenner (Hantom), Thomas Hanimann (Hantom).

CONFIDENCE IN MAKING THE CORRECT CHOICE

In April 2023, Ensto’s sales management visited Hantom AG in Frauenfeld, and a collaboration agreement was signed. To convince themselves of Ensto’s capabilities and to seal the agreement, a delegation of three traveled to Finland and Estonia just a month later. Hanimann says they were eager to see what awaited them: “The state-of-the-art facilities, cleanliness, high production density, and the friendliness of the personnel pleasantly surprised us. The employees’ pride in working for this well-established family-run company was evident.”

“We are confident that we made the right choice selecting Ensto as our partner. The sales of Ensto products have already begun and, even though we are still in the process of integrating the entire product portfolio into our ERP system and warehouse, the ordering procedures are functioning smoothly, and step by step, routines are forming.”

POSITIVE FEEDBACK FROM CUSTOMERS

Hantom has been efficient and diligently translated the sales materials, adapting them to meet the needs of the Swiss market. The widened product range will be presented to a broader audience for the first time at a local trade fair in August. Ensto’s representatives will be attending the exhibition and look forward to seeing Hantom’s way of presenting the product assortment at the outdoor exhibition.

In addition, the new products are being introduced in the technicians’ courses and put to rigorous testing by practitioners. “The initial feedback has been positive,” says Hanimann, “and we look forward with confidence to establishing Ensto products successfully on the Swiss market.”

EXPECTING TO GROW TOGETHER

Ensto is well present in Central Europe with its own sales companies. The market shares are traditionally big there because of a decades-long presence and close cooperation with local customers. To gain further growth, Ensto is aiming to establish cooperation partnerships that benefit both parties. “Expectations for growing together with Hantom in Switzerland are high,” says Muranen, “and we are very happy about the partnership. The sales of heat shrink products, screened separable connectors, and other overhead line accessories are ongoing.” ♦



- Hantom AG**
- Founded in 2015 by Thomas Hanimann
 - Located in Morgenstern, Frauenfeld, Switzerland
 - Employees: 10 (and growing)
 - Mission: to be problem solvers and offer expert guidance to customers
 - Ensto representation: overhead line and underground cable accessories.