

Truma and Alde Join Forces in North America

Truma and Alde Join Forces in North America

3/5/2019



Truma North America will begin representing Alde systems in the near future. Alde began business in 2012 in North America and is a sister company to Truma Gerätetechnik GmbH & Co. KG which established its North America headquarters in Elkhart, Ind., in 2013.

Both companies were originally established in 1949 and in 2019 are celebrating 70 years of providing service to the global RV industry.

Truma will integrate Alde into its new headquarters opening in Elkhart, Ind., in the fall. The two will combine forces, sharing a mutual service network, logistics and warehousing, and sales team to support both OEM and retail customers throughout North America. Moving to Elkhart will allow Alde to be closer to their OEM customers where they will continue pre-assembly of its systems and distribution.

Similar to the Truma Combi, the Alde Compact 3020 produced in Sweden, is a hydronic heating system for both radiant heating and hot water. The system is fueled by LPG or electricity (120 volt). It can also be fueled by both at the same time.

“Adding another comfort system to the Truma North America portfolio will strengthen relationships with OEMs and dealers as Truma and Alde both cater to the premium RV market,” said Tomas Haglund, CEO of Alde Sweden. “Truma’s new North America headquarters will include a state-of-the-art climate chamber, where we will be able to test both Alde and Truma comfort systems in real world conditions and help OEMs install premium heating systems.”

“Alde has already established strong customer relationships here in North America and we are happy to expand the customer base and educate OEM’s about the advantages of installing innovative, quiet furnaces and water heaters,” said Gerhard Hundsberger, president and CEO of Truma North America.

To schedule an appointment with the Truma management team, contact Melanie Gibson at m.gibson@trumacorp.com.