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profile



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GAMING, AMUSEMENT AND INDUSTRIAL COMPONENTS



**Global capability and scale** 



Innovative customer-centric engineering





**Solutions focused** 

**Service commitment** 

### Products we manufacture or distribute

**Gaming:** Hoppers, topper boxes, push buttons, bill validators, game devices, tokens, touch screens, tower lights

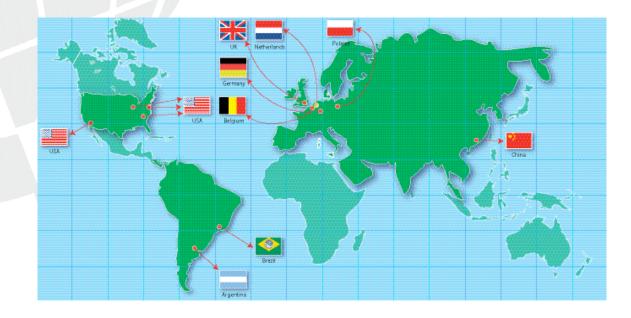
**Amusement:** Coin doors, trackballs, monitors, power supplies, driving controls, joysticks, optical guns, bill validators

Industrial Components: Custom products, joystick controls, vending spare parts, snow plow controls, heavy equipment controls

Suzo-Happ Group is the global leader in the manufacture and distribution of gaming and amusement parts and accessories.

Suzo-Happ Group was formed in January 2005 as the result of the merger of Suzo (formerly Suzo International) and Happ (formerly Happ Controls). Suzo-Happ Group has nearly 400 employees in 12 locations serving customers in over 70 countries.

> Although both companies continue to do business under their original names, they leverage a shared commitment to quality-focused product development, world-class customer care and unrivaled distribution capabilities and reach. In North America, the organization does business as Happ based in Elk Grove, IL, and Suzo, based in Oud-Beijerland, Holland, is responsible for international operations.



### **Global capability and scale**

Suzo-Happ Group has nearly 400 employees in 12 locations serving customers in over 70 countries.

Each branch of Suzo has responsibility for its own markets and for its own customers. This allows

Suzo to react quickly either individually or as a group to international, national, regional and local developments. Suzo supplies its customers with a comprehensive range of over 30,000 different products. From the latest in-house change machine to a

simple rubber ring for a pinball machine, Suzo can service every corner of the globe. At present, Suzo exports to 63 different countries, to cover the ever-expanding world market.

Happ distributes over 40,000 items to the North American market utilizing a national sales force and four distribution centers in Illinois, Nevada, South Carolina and Delaware. It distributes products for leading manufacturers in the gaming, amusement and vending marketplace.

### Innovative customer-centric engineering

The merger of Suzo and Happ provides an opportunity to add resources to the organization, provide better service to customers and a world-class platform for research and development activity. Research and development is one of the top priorities. Suzo-Happ Group prides itself on having well educated specialists working in its R&D department, who anticipate the needs of customers and develop new and more sophisticated product lines everyday.

The engineering team at Suzo-Happ Group has over 200 years of engineering development experience on three continents and is continuously developing new and innovative products.

### **Solutions focused**

Suzo-Happ Group has the ability to broaden its product lines, streamline its global distribution capabilities and create value-added solutions for its increased customer base.

On top of selling well-known brand names, Suzo develops its own products under the STC label, which are developed for the industry and manufactured under its own control. These include quality components, complex electronics, software and complete

finished products. Suzo also programs software for

various money processing machines, such as gaming machines and change machines, and takes the initiative on new products and problems that may affect its customers in the future. Producing Euro-friendly parts and machines has given Suzo an edge when it markets its new products to customers, who will be affected by the problems of changing their currency to the Euro. Everything is directed at the production of modern, sophisticated and user-friendly products.

### Service commitment

Suzo takes a consultative approach to serving its customers with comprehensive after-sales services within its own technical and marketing departments.

At Suzo's head offices in Holland, all its warehousing is fully bar-coded, and this coupled with its real-time data processing system, produces accurate reporting of inventory and shortened, reliable delivery times.

Happ's culture of efficiency drives its operations. An order received by phone or online is usually picked, packed, shipped and invoiced within a couple of hours. Moreover, a highly structured internal tracking system allows sales staff and customers to follow each order every step of the way.

### Stay connected...

SUZO

As products are invoiced, the company's

inventory database is automatically

suzo.com

Serving the World's Coin industry

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updated and shipment tracking details are sent via e-mail as well.

happcontrols.com

Happ also maintains repair facilities in Illinois and Las Vegas. Happ is a repair center for JCM bill validators, Ceronix monitors, MEI bill validators, Wells-Gardner monitors, CashCode bill validators, and Midway and other amusement game boards.

### The two companies that make up Suzo-Happ Group continue to do business under their original names.

**SUZO** 

Founded in 1955

49,000 sq.ft. production facility

**Supplies customers with** over 30,000 products

**Branch offices located in** Germany, United Kingdom, **Belgium, Poland, Argentina** and Brazil

**Maintains modern** manufacturing facility in China

Founded in Rotterdam in 1955, Suzo supplies systems and components for the amusement, gaming, casino, and vending industries, as well as money processing machines and banknote readers. In addition to the distribution of brand-name products, Suzo develops and manufactures components, electronics, software and systems under the STC label. Headquartered in the Netherlands, with additional operations in Belgium, Germany, Poland, the United Kingdom, Brazil and Argentina, Suzo serves customers in over 70 different countries and has achieved a reputation for providing exceptional customer service.

In 2005, Suzo celebrated 50 years of serving the gaming, casino, amusement and vending industries. Suzo prides itself on being a historically rich company with a sound vision of the future.

Suzo's core products include coin hoppers, pushbuttons, tower lights, topper boxes and handle mechanisms.



<u>    1955                               </u>		1988	>	1991	>	1993	>	2001
Suzo International		Suzo opens first		Suzo opens branch	r	Suzo opens branch		Suzo opens brancl
is founded		international branch in Germany		office in United Kingdom		office in Belgium		Suzo opens brancl
	1986		1998	<u></u>	2000	<u>}</u>	2001	<u></u>
	Happ Controls		Happ opens branch		Happ opens branch office		Happ acquires Midway	
								,

is founded

office in Las Vegas, NV

in the United Kingdom Happ acquires PARTSTAR division of Carlton Bates Corporation Games' service business Happ acquires Well-Gardner's coin door division

## SUZO () HAPP

GAMING, AMUSEMENT AND INDUSTRIAL COMPONENTS

Happ was founded in 1986 and is headquartered in Elk Grove, IL. The company has additional distribution centers in Las Vegas, NV, Greenville, SC and New Castle, DE. The company specializes in the manufacturing and distribution of amusement, gaming, vending and industrial parts and accessories.

Happ Controls was founded by Frank Happ, who purchased what had become a diversified parts supply business from U.K.-based Coin Controls. In 1998, the company expanded into the distribution of parts and supplies for gaming machines. Happ soon became a leading supplier to the industry.

Happ's core products include coin doors, optical guns, trackballs, illuminated push buttons, driving controls and joysticks.

Happ's focus has been to aggressively expand its sales staff and product lines to better serve the needs of its gaming, amusement, vending and industrial component customers.



# HAPP

#### Founded in 1986

Nearly 95,000 sq.ft. facility in Elk Grove, IL

Elk Grove location produces over 20,000 assembled products per day

Manufactures over 12,000 SKUs in over 200 unique product groups

Distributes over 40,000 items to the North American market

Processes over 650 shipments per day

Branch offices located in Las Vegas, NV, Greenville, SC and New Castle, DE

branch office in Argentina branch office in Brazil

2002 Suzo is appointed Casinos & Gaming Suppliers as distributor for Peru, Ecuador and Chile and Famostar S. A. electronica for Uruguay

2004 Suzo opens branch office in Poland

2002 Happ acquires Wholesale Electronics Happ opens branch office in New Castle, DE 2003 Happ opens branch office in Greenville, SC 2004 Happ acquires Perfect 360 Joystick 2005

Suzo and Happ merge to form Suzo-Happ Group

Suzo-Happ Global Corporate Profile

### **Worldwide locations**

### USA



106 Garlisch Drive, Elk Grove, IL 60007

6870 S. Paradise Road, Las Vegas, NV 89119

1200 Woodruff Road A-2, Greenville, SC 29607

77 McCullough Drive, Suite 10, New Castle, DE 1720

### EUROPE

SUZO (NL) BV Antonie Van Leeuwenhoekstraat 9 3261 LT Oud-Beijerland-The Netherlands



SUZO (UK) ltd Unit 5, Industrial Estate Leigh Close GB KT3 3NF New Malden, Srrey-UK



SUZO (D) GMBH AACHENER STRASS 122 D 52477 ALSDORF-HOENGEN-GERMANY



SUZO (B) BVBA De Vletlaan 52 B 2920 Kalmthout-Belgium



SUZO POLASKA Sp.ZO.O UI.Wierzbowa 109, Wysogotowo k/Pozna 62-081 Przezmierowo

### **SOUTH AMERICA**



SUZO AMERICAS (AR) S.R.L. Tte.Cnel.Besares 4693 (C143OCII)-Buenos Aires-Rep. Argentina



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