

Award-winning Elmtronics acquired by global EV company Mer

An award-winning North East company working in electric vehicle charging has been acquired by a global leader in the sector.

Consett-based Elmtronics – winner of the high growth and ambition award at the Durham, Sunderland and South Tyneside Business Awards in 2020 – has been acquired by EV charging company Mer, headquartered in Israel, to strengthen its position in the UK and “create the best and most customer-oriented EV charging experience”.

Elmtronics – which was [singled out as a One to Watch in 2022](#) by The Journal and the BusinessLive website – specialises in electric car-charging points for homes, businesses and the public sector, designing, installing and maintaining electric vehicle-charging stations.

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The firm already counts councils, NHS Trusts and private companies as clients, in addition to growing numbers of deals with the likes of [Costain](#), the [Metrocentre](#) and [Keltruck Limited](#).

Mer, owned by Europe’s largest renewable energy producer Statkraft, based in Norway, combines expertise from the EV charging industry and the renewable energy sector. It said that the acquisition of Elmtronics will help to accelerate the electric transition in the UK.

The acquisition is pending approval of customary authorities, which is expected to conclude late January.

Dan Martin, CEO of Elmtronics, said: “Elmtronics has been a key player in the industry since the company was established in 2016 and today’s announcement will see us further strengthen that position by joining the Mer family. The UK electric vehicle charging landscape has never been in a stronger position. Government targets, combined with a real drive from organisations to accelerate their transition to electric vehicles, are supporting the rapid growth of the industry.

“Both companies share the same vision and collectively we can provide an even stronger offering and service to customers throughout the UK. We are very excited at what 2022 will bring.”

Kristoffer Thoner, CEO of Mer Group, said: “The acquisition of Elmtronics is the very proof of Mer’s step-change ambitions to accelerate the EV transition in the UK. While Mer UK’s expertise and focus lies mostly within the area of public fast charging, Elmtronics mainly focuses on fleet and workplace charging.

“In combination, these efforts will give Mer a significant stronger position in the UK market. I look forward to working with our new colleagues and the rest of the organization to make sustainable electric mobility easy and accessible to everyone.”

Anthony Hinde, Mer UK managing director, said that the combined firms will bring economies of scale into the development of EV charging solutions, providing better value to existing and new customers.

He added: “We are delighted to welcome Elmtronics to Mer. I look forward to working together to provide trusted and reliable EV charging solutions. Elmtronics has an excellent and deserved reputation in fleet and workplace charging solutions.

“Their dynamic company has excelled in recent years. By combining their expertise and experience with Mer’s international credentials and financial strength, we are able to grow rapidly in this sector, greatly assisting the UK in its fleet transition to a low carbon future.”

Elmtronics will start rebranding to Mer during the first quarter of this year.

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