

Hatraco is an independent trading company specialized in ignition systems and control products for industrial (spark ignited) reciprocating engines.

Activities

Hatraco is an independent trading company specialized in ignition, governing and control products for industrial (spark ignited) reciprocating engines. 25 Years experience has lead to a situation where Hatraco can be a good partner in the upgrade of any engine making use of the best products that the market offers in order to create a custom made solution for both end users as well as packagers or OEM's.

Our Mission

Hatraco has always been a party that aims to assist customers with not just a solid program of well known and reliable products but in even so more with a great deal of product knowledge. That know how spreading from spark plugs and ignition systems to fuel control systems and more should lead to a trusting relation ship with customers and we are always trying to be a reliable partner in mutual efforts to get the engine running according to expectations. Service comes first, the PO can follow later. Our experienced team of long employed and dedicated colleagues is always ready to serve you and just one phone call away.

History



Hatraco (Hasselaar Trading Company) was founded in 1984 by Co Hasselaar as a one-man trading company in Zevenaar, a small city in on the eastern side of the Netherlands, near the German border. Starting as a sales agent for gas turbines, business slowly moved towards products for industrial gas engines. He quit his job being a sales engineer and started off on his own as a freelance sales representative for a Belgian gas turbine packager and a turbine air filter builder. Via the gas turbine branch he became familiar with the quickly growing

Dutch market of CHP systems with reciprocating gas engines and their great variety in application and instrumentation. In January 1987 he sold his first Altronic parts to the Dutch Caterpillar distributor.

After that, many deliveries of Altronic parts would follow and today the company is representing Altronic for more than 20 years. In the beginning mainly on the Dutch, Belgian and British market. Working its way up to become a respectable Altronic dealer in this area. More and more Hatraco became the backbone for technical information for Altronic users on the Dutch market and later even across the borders of the "low lands". Not just technical support but also overhauls and repairs of Altronic ignition systems became a considerable part of the daily business. In the mid 80's the Dutch market was in need of a sales and service point. Hatraco became official dealer for the Netherlands and built its own test stands, where all types of ignition systems can be tested.

In the following years, Hatraco built up a dealer network throughout Europe and together with these companies its main goals are to maintain Altronic's no.1 position in the European ignition market and penetrate the unexplored areas of Europe for business with Altronic and other engine accessories.

Besides pure trade, one of the additional activities of Hatraco is the development and assembly of a wide variety of spark plug leads for the after market as well as for the OEM market. New is the is development of integrating Altronic's CPU ignition and Exacta control systems in existing engine and compressor installations. Hatraco is supplying completely pre-wired ignition systems as a "Plug and Play" assembly for a wide variety of engines furnished with in-house manufactured spark plug cables.

During the last 20 years Hatraco worked it's way up from a one person company to a respectable number of 20+ employees and celebrating it's 25th anniversary in 2009.