

SUZOHAPP REACTS TO PANDEMIC

“If the pandemic has taught us anything, it is that nothing is certain” SuzoHapp’s Sim Bielak (pictured) told *InterGaming*.



“The beginning of 2020 started as most other years do, with visions and hopes as we laid down plans for the future. At SuzoHapp, we had many aspirations for what was to be a great year of progress and change. 2020 was going to be the time for us to enhance our focus on our core customers by bringing our customer experience and product offering to the next level. These plans were put on pause, however, when pandemic shut down the world.

“Industry wide, the pandemic was a shock to the system. SuzoHapp is a global company with offices spread all over the world so we’ve always had to be prepared for whatever was changing in the global climate, whether that be shifts in governments, natural disasters, changing regulations, etc. But no one could have anticipated a situation that would be so universally impacting. After dealing with the initial crisis reactions, we regrouped to review what our future looked like.

“It was difficult to see past the noise of the current situation, but it was important to us to remain true to our values and our customers. To us, the pandemic was a time for us to learn how to react and adapt to what the times call for, while simultaneously ensuring we aren’t losing sight of our future goals and company missions.

“We knew we had to remain committed to supporting the best interests of our customers and offering continuity of supply throughout these hard times. Our motto, Simplify Your Sourcing stood at the forefront of our thinking as we developed a Personal Protection Line for industry-relevant PPE products and as we decided to stay the course in business lines such as reels and touchscreens that others have decided to close and move on from.

“These closures have a profound effect on our industry as they supply many OEMs and operators with their products. To fill this supply need, we will be working with our engineers and network of suppliers to source quality replacements for these key items to ensure our industry will not fall behind in production or innovation. We are committed to this sector and will continue to be a major force with monitors, coin mechanisms, note acceptors, locks and more.

“To that end, SuzoHapp is more committed to serving our core customers than ever before. We know that our strength lies in our expertise of over 30 years in the business and our breadth of partnerships with suppliers, manufacturers and customers. These strengths will help us continue to move forward.

“We are here to listen to your needs and to your feedback and help find a solution together. We continue to want to be your partner throughout this and simplify your sourcing so you can put your time and energy back into your company mission and spend a little less time adapting.” □



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