

## **Brand Factory acquires Nyprofil AS**

Brand Factory Group has acquired Nyprofil AS in Norway. Nyprofil is one of Norway's leading companies within corporate, trademark and product branding, with a turnover of 76 MNOK 2009. Notable clients are Norgesgruppen, Reitan, Nova Vista, Diplom Is and Oslo Lufthavn. The acquisition establishes Brand Factory Group as market leader in Norway.

"With this acquisition we will be able to offer our Norwegian clients an even better range of products and services. We will also gain access to a competent organization and an even stronger installation network within signage as well as graphics, which our customers will benefit from, says Arne Moen, CEO of Brand Factory Norge AS."

Brand Factory Group was founded in 2003 and since then has developed into the Nordic region's leading company in this industry. The acquisition of Nyprofil further strengthens this position.

"Ever since Brand Factory was founded, our focus has been on securing our Nordic clients' graphic profiles through offering a full range of high-quality products and services at the right price. The acquisition of Nyprofil will enable us to further strengthen our client offering, says Peter Follin, Group CEO of Brand Factory.

Nyprofil's CEO Espen Kjölberg says: "We are very pleased. Nyprofil has a strong position in Norway and with Brand Factory as owner we can offer our clients their full range of production capacity, product offering and knowledge. Our clients as well as Nyprofil will benefit from this."

### **About Brand Factory**

Brand Factory is the Nordic region's leading company in corporate, trademark and product branding. The company's Nordic and Baltic Sales and marketing offices offer unique expertise in the areas of project management, production, design and installation. Modern, high-capacity production facilities in Esbo, Sveg, Linköping and Tallinn ensure delivery of high-quality products at the right price. The company had sales of 294 million SEK in 2008 and employs approximately 180 people. For further information, visit [www.brandfactory.se](http://www.brandfactory.se).