



LAUVRING



DALEMA

PRESS RELEASE

29.07.2019

I.C. Lauvring Holding ApS is today sold to the Dalema Group, Norway with effect from 1.1.2019.

As part of a generational change, Dalema Drift /S will take over all companies in the I.C.Lauvring Group, where Per Nybo Nielsen will continue as general manager.

I.C. Lauvring was founded in 1987 with head office and warehouse (7000 m²) in Vildbjerg outside Herring. The company serves Denmark, Norway, Sweden, Iceland, Germany, Austria, Ireland and England with interior and outdoor products sold in florists, garden centers and DIY stores.

I.C. Lauvring has a turnover of approx. DKK 55 million, and is a leading player in its field, and has always focused on delivering high quality and good service to its customers.

In connection with the acquisition, Per Nybo Nielsen states:

”It is a really good day for all employees at I.C. Lauvring, as we become part of a strong group that also has activities within our industry. We expect a strengthening of our concept and sourcing, and operations can be optimized through a number of synergies. We see the acquisition as a great acceptance of the market position that I.C. Lauvring has been building since 1987. ”

With the takeover of I.C.Lauvring the Dalema Groups strengthens its position as one of Scandinavia’s largest trading houses with a total turnover in 2019 of around NOK 1.6 billion.

Dalema also strengthens its Danish activities and establishes a bridgehead for the continent.

For questions please feel free to contact:

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