

## **OFFECCT increases the pace of expansion New owner enables faster growth and a broader distribution.**

*Scandinavian Business Seating AS acquires 100 percent of the shares in the OFFECCT AB group. The deal was completed May 5<sup>th</sup>, 2017. Founders Kurt Tingdal, CEO, and Anders Englund, Design Manager, will remain active in the company in the same positions as before. The sale is a part of realizing the vision of the founders; to become a leading international player with in the furniture and design of meeting places. Through the acquisition, SB Seating is strengthening the Groups offer and position in overall solutions for activity based meeting places.*

“Having a new owner like Scandinavian Business Seating AS gives us access to an increased technical competence, broader global distribution channels, as well as an international network and cooperation”, says Kurt Tingdal, CEO at Offecct. “The decision regarding new ownership is a strategic choice to secure the Groups and the brands growth, on which we have focused for a long time. In SB Seating, we have found the right partner. We have many common denominators in our business philosophies regarding design, the future and integration of sustainable development”, continues Kurt Tingdal.

“There is great innovative know-how in the Group. With the strategic focus our new owner has chosen to develop further, that is furniture for tomorrows activity based meeting places, it is natural and inspiring for us to contribute to that kind of development”, says Anders Englund, design Manager at Offecct.

SB Seating aims for a long-term growth by broadening the Group towards overall solutions for activity based working and meeting places targeted at the world market. The acquisition of the design company Offecct is a part of this strategy.

“We are genuinely proud that Offecct wishes to become a part of Scandinavian Business Seating. Offecct with its clear philosophy, corporate culture and sustainability focus with high design is a perfect match with what SB Seating is already offering today”, says Lars I. Røiri, CEO of SB Seating AS.

“Offecct has a strong product portfolio, is well established in its segment and has a great potential in the markets where SB Seating has its business. At the same time Offecct has a strong position within the segment of lounge and meeting furniture. An area of products that SB Seating will focus further on”, continues Lars I. Røiri.

# OFFECCT

**Offecct is today one of the leading design companies in Scandinavia.** Development is made in close cooperation with some of the world leading designers, such as Jasper Morrison, Jean Marie Massaud, Claesson Koivisto Rune, Neri & Hu, Cecile Manz, Front, Monica Förster and others. The company's business model, Offecct Lifecircle, is the soul of the company and is based on the desire to create a sustainable life cycle for all business in the company and responsibility in each detail – before, during and after the product is being sold.

## **Offecct AB**

Offecct is a Swedish company that was founded in 1990 in Tibro by Kurt Tingdal (CEO) and Anders Englund (Design Manager). Together with architects and designers from all over the world the company develops and manufactures furniture with sustainable, functional and attractive design for modern meeting places. The turnover 2016 was 154 MSEK. The group also consists of the production unit Möbeldesign in Tibro AB and in total 80 employees. Offecct is represented in 56 countries and has showrooms in Stockholm, Gothenburg, Malmö, Oslo and Milan. The company has its registered office, its headquarters and production (20.000 m<sup>2</sup>) in Tibro, Västra Götalands county, Sweden.

## **Scandinavian Business Seating Group**

Scandinavian Business Seating Group (SBS) is an international group focusing on design and development of furniture for working places. The company today owns the trademarks; HÅG, RH, BMA, RBM and Malmstolen. The products of the company are distributed internationally both through direct sales and through selected dealers. Headquarters is in Oslo, Norway, with production units in Røros (Norway), Nässjö (Sweden), Zwolle (The Netherlands) and Hunnebostrand (Sweden). SBS turnover 2016 was, 1 328 MSEK and the company has 546 employees working with the groups vision; to give the people of the world a better sitting. SBS is since 2015 owned by the private investment company Triton sedan.

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## **Press images Offecct**

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