

Storskogen acquires PR Home of Scandinavia

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On 11 March 2022, Storskogen entered into an agreement to acquire 70 percent of the shares in PR Home of Scandinavia AB, including the subsidiary Svanefors of Sweden AB. The companies specialize in trading home lighting products and home textiles and reported a total turnover of SEK 123 million for the financial year 2020/2021 with SEK 15 million in EBITDA. The acquisition complements Storskogen's current portfolio of interior design distributors such as 2m2 Group and A Lot.

PR Home of Scandinavia AB ("PR Home") sells decorative lighting products designed both for indoor and outdoor use and through the subsidiary Svanefors AB ("Svanefors") curtains, carpets and other home textiles are offered to retailers around the Nordic region. The company was founded in 1983 and has its head office, showroom and warehouse in Borås. Lars Bonander, CEO of PR Home and Svanefors will remain in his current role after the acquisition.

"As a natural step in our continued development in the interior area, we see Storskogen as an attractive and knowledgeable partner where we together move forward on our developing and inspiring journey. It will be stimulating and engaging to get a new partner who can contribute with wisdom, contacts, drive and forward-thinking", says Lars Bonander, CEO of PR Home and Svanefors.

PR Home and Svanefors will be part of the vertical Distributors within Storskogen's business area Trade, for which Christer Hansson is responsible.

"We are happy that PR Home has chosen to become part of Storskogen. The company has a strong position in the home decoration market and is an attractive complement to our current portfolio of interior design distributors such as 2m2 Group and A Lot. We look forward to supporting the company's continued development in the future together with Lars, Lars-Åke, and other employees", says Christer Hansson.

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ABOUT STORSKOGEN

Storskogen acquires and manages well-managed and profitable small and medium-sized enterprises within the business areas Industry, Trade and Services in the Nordic countries, DACH and the United Kingdom. On 31 December 2021, Storskogen consisted of 105 business units with a total of approximately 9,000 employees and a trailing annual turnover (RTM) of over SEK 23 billion.