

Press release

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New Director of Marketing and Sales for FM Mattson Mora Group

Mikael Östbring is to assume the position of Director of Marketing and Sales Nordic at FM Mattsson Mora Group. He has solid experience from senior sales positions in consumer-focused companies and will become a member of Group management not later than 2 October 2017.

FM Mattsson Mora Group is to strengthen its position in the domestic Nordic market and become an attractive niche player in international markets. Growth is to be achieved by developing the attractive brands that the Group has as well as through selective acquisitions. Group management is now gaining a new marketing and sales director with responsibility for the company's main market, the Nordic region.

“I am delighted that Mikael has chosen to join our team. His solid experience of sales from senior positions is very well suited to the continued development of our strong customer relations and brands,” says Fredrik Skarp, CEO, FM Mattsson Mora Group.

Mikael Östbring was most recently employed as a director at Tikkurila Sverige AB, where he was responsible for sales. He was formerly CEO of Raisio Sverige AB and head of sales at Lindt & Sprungli Sweden AB. He will assume his position not later than 2 October 2017.

“It is an incredible challenge for me to have the opportunity to work at such a renowned company as FM Mattsson Mora Group. I am looking forward to contributing by way of my sales experience,” says Mikael Östbring.

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FM Mattsson Mora Group conducts the sale, manufacture and product development of water taps under the strong, well-established brands of FM Mattsson, Mora Armatur and Damixa. The Nordic region is the Group's principal market. The Group generates sales of more than SEK 1 billion and has more than 550 employees. The company's Class B share has been listed on Nasdaq Stockholm since 10 April 2017.