

PRESS RELEASE

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Nimo recruiting for growth in Finland

Nimo intends to increase its presence and market share in Finland through its newly recruited salesman, Kim Caravitis. The goal is to convince the Finnish people of all the advantages drying cabinets provide.

“Initially, we'll be promoting Nimo's most energy-efficient drying cabinet – ECO Dryer 2.0 HP – as interest in eco-friendly white goods is growing in Finland. What's more, Nimo's products are the best on the market in terms of quality,” says Kim Caravitis, Nimo's new salesman in Finland.

Kim Caravitis began his assignment earlier in 2018 and is currently developing a showroom close to the airport in Helsinki, to which he will invite dealers and white goods retailers. Interest in sustainable, eco-friendly household products is on the increase, while the range of energy-efficient drying cabinets on offer is practically non-existent, apart from Nimo's products.

“Nimo's miserly energy consumption is a great marketing advantage. When they study the drying cabinet's virtues, Finnish consumers will come to regard it as a sustainable product that is easy on the environment, clothes and the wallet.”



Kim Caravitis, Nimo's new salesman in Finland

Sales efforts involve maintaining a close dialogue with several major Finnish white goods retailers, and Kim is currently busy launching Nimo's drying cabinet in the country's biggest hardware store. Nimo's long-term goal is to be the market leader for drying cabinets in Finland.

“Collaboration with Nimo and Sales & Marketing Manager David Larsson is excellent, and we have a joint strategy as to how Nimo will reach out and grow here. I'm convinced that Nimo and the drying cabinet have great potential on the Finnish market,” says Kim Caravitis.

For the past 20 years, he has enjoyed a successful career in the automotive and motorcycle industry.

“After many years running my own business in the automotive industry I was ready for a fresh challenge, and I decided to switch industries. When David Larsson asked if I could recommend a good salesman in Finland, both Nimo and the position sounded so exciting that I recommended myself,” says Kim Caravitis.

Nimo's news desk

<http://news.cision.com/se/nimo>

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Nimo provides energy efficient and gentle drying cabinets, sinks and technical accessories for the laundry room to retailers, wholesalers and consumers. The business started in 1944, has revenues of approximately SEK 180 million and has 100 dedicated employees. Head office and factory are located in Hova, Sweden. Further information at www.nimoverken.com