



Ahlseil acquires one of Sweden's largest independent e-commerce operators within tools and machinery

Ahlseil has signed an agreement to acquire Verktugsboden with sales of tools and machines for workshops, garages and construction. The company has an annual turnover of over 200 mSEK.

Verktugsboden is an e-commerce dealer specialising in workshops & garages and they also have a physical store in Borås. The company has 42 employees and cater to both to professional customers and consumers via its websites verktugsboden.se and pelatools.com.

"These product segments are important to Ahlseil, and the acquisition strengthens our position, especially in relation to mechanics in the automotive industry. Verktugsboden has had a successful journey in recent years, and together we will continue that journey in the Nordic region," says Claes Seldeby, President and CEO of Ahlseil AB.

Verktugsboden will continue to operate under its own brand and organisation. The management, who remain in the company, sees great opportunities in developing their offering with the support of Ahlseil.

"This transaction finally gives us a great opportunity to develop our business opportunities across the Nordic region. With Ahlseil as our owner, we can strengthen the market position of Verktugsboden and offer our customers a broader product portfolio and new logistics and distribution solutions," says Lars Edvardsson, CEO of Verktugsboden.

Admission is subject to the approval of the Swedish Competition Authority.

The logo for Verktugsboden, consisting of the word "VERKTUGSBODEN" in white, uppercase, sans-serif font, centered within a dark blue rectangular background.

VERKTUGSBODEN

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Ahlseil is the leading Nordic distributor of installation products, tools and supplies addressing installers, contractors, facility managers, industry, energy companies and the public sector.

The Group has a turnover of approximately 34 billion SEK and with more than 5700 skilled employees, over 240 stores and three central warehouses, we are committed to our customer promise: Ahlseil makes it easier to be professional!

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