



AhlSELL acquires Finnish online retailer Oy TorAFors Ab

AhlSELL has signed an agreement to acquire Finnish webshop Oy TorAFors Ab with sales of tools and machinery for workshops and garages.

The majority of TorAFors customers are small and medium-sized companies, as well as consumers. TorAFors offers a cost-effective channel for procuring tools and machinery for workshops and garages, with the added value of their technical expertise and wide variety of PELA Tools products.

The acquisition strengthens AhlSELL's expertise and broadens AhlSELL's offering in the industry. TorAFors' customers get access to a wider product range and broad logistics offering.

TorAFors will continue to operate under its own brand, as part of the AhlSELL Group.

The transaction is expected to be completed at the beginning of September.



For more information please contact:

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AhlSELL is present where people reside, work and live their lives. AhlSELL is the Nordic region's leading distributor of installation products, tools and supplies for installation, construction, real estate management, industrial and power companies and the public sector.

With an annual turnover of more than 40 billion SEK, some 6,000 employees, more than 240 stores, e-commerce and three central warehouses, we deliver on our promise to our customers, every day: AhlSELL makes it easier to be professional.

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