

Press release, Stockholm

2025-11-13

Ahlsell acquires SJEB A/S

Ahlsell Denmark has entered into an agreement to acquire all shares in SJEB A/S, a leading Danish supplier of workwear and personal protective equipment (PPE). The company employs 82 people and has an annual turnover of approximately DKK 175 million.

Founded in 2008, SJEB has established a strong nationwide presence with nine physical stores and a well-developed e-commerce platform. The company is recognized for its comprehensive product range in workwear, PPE, and branded clothing, offering a full-service concept including printing and embroidery.

The acquisition enhances Ahlsell's offering to customers in the industrial, installation and construction sectors. It also strengthens Ahlsell's local presence and digital accessibility in Denmark.

The transaction is subject to approval by relevant authorities and is expected to be completed during Q1 2026.

For more information please contact:

Weronica Nilsson, Head of Communication Ahlsell AB
+46 10 471 19 00, weronica.nilsson@ahlsell.se

About Ahlsell

Ahlsell is the leading B2B industrial distributor of technical products in the Nordics serving a broad customer base across industry, infrastructure and installation. As a multi-vertical specialist, the company has an annual turnover of around SEK 50 billion and operates with more than 7,000 employees, 300 branches, and a well-established digital platform. Ahlsell delivers on its customer promise – to make it easier to be professional – every day, while also being a leader in sustainability with a clear vision to build a more sustainable society. Learn more at: ahlsellgroup.com