

PRESS RELEASE

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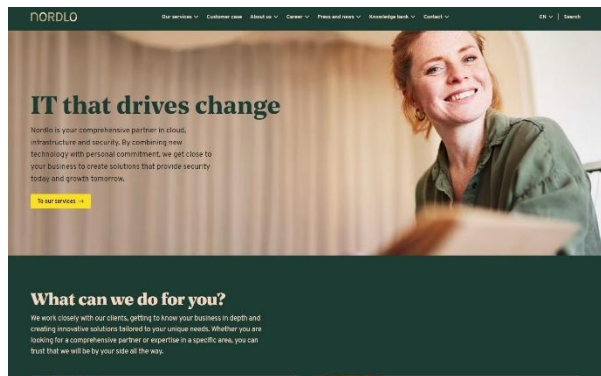
Nordlo launches new brand profile and accessible website

Nordlo is launching a new brand profile and accessible website. The Branding Table, a branding agency, and the web agency The Generation are behind the work.

“The aim is for the brand to shine through in all communication, so that customers encounter the same values on the web as they do when meeting our employees,” says Caroline Peterson-Ullstrand, Group Chief Marketing & Communication Officer at Nordlo.

Nordlo wants to make it easier for all target groups to understand, find and get in touch with the company. Since its establishment in 2018, the company has tripled its turnover and increased its number of employees and communication channels.

“Now our position in the market is clearer and it will be easier for employees to communicate the Nordlo brand. We have always distinguished us in our working methods and delivery, with close personal contact and consultants who make difficult things easy to understand.”



Nordlo's new website.

New brand profile

The strategy agency The Branding Table is behind the clarification of the brand's strategic foundation and the new brand profile. The goal was to create an expression that reflects Nordlo's committed and forward-looking identity, with clearer positioning and an updated visual profile that strengthens the overall experience across all channels.

“It is rare to encounter a company that so clearly allows its working methods to become the backbone of the brand. The result is a position that not only sets Nordlo apart from its competitors, but also makes them a driving force in the industry, with a unique value that no one else can replicate,” says Kim Westerlund, co-founder of The Branding Table.

<https://thebrandingtable.com/>

New website

The web agency The Generation is responsible for developing the new website.

“The assignment was to strengthen the digital presence and build a website for the future, clearly communicate identity, values and sustainability work, increase digital visibility, streamline workflow and the technical platform,” says Elin Sandorf, project manager at The Generation.

Nordlo is one of the leading providers of cloud and infrastructure services in the Nordic region. The company offer scalable operational solutions, managed services and full outsourcing of IT and digitalisation services to companies and public sector organisations. Through close cooperation and sustainable choices of innovative technology, Nordlo help customers strengthen their competitiveness and drive digitalisation forward. Nordlo has a turnover of SEK 2.4 billion and approximately 1000 employees at locations throughout Sweden and large parts of Norway. nordlo.com/en

nORDLO

The website is built in WordPress and also has a newly developed AI integration made by The Generation. This helps users to optimise, quality assure, proofread and translate texts directly in the platform.

“An important part of the work was to make the website more accessible and inclusive. The new website is WCAG-compliant, which means that people with different types of functional variations can access all content,” says Elin Sandorf.

<https://thegeneration.se/>

Nordlo's website: <https://nordlo.com/en/>

Working groups

The Generation

- Elin Sandorf, project manager
- Robert Marmfors, digital strategist
- Louise Edvardsson, UX/UI designer
- Peter Österberg, frontend
- Agnes-Cecilia Bergqvist, backend

The Branding Table

- Kim Westerlund, co-founder
- Frida Andersson, co-founder

Nordlo

- Caroline Peterson-Ullstrand: Group Chief Marketing & Communication Officer
- Andrea Sjögren Karlsson: Content Manager
- Susanne Sharpe: Marketing Manager
- Pernilla Näslund: Marketing Manager
- Hanna Lindberg: Marketing Manager
- Kristiane Ekrheim: Marketing Manager
- Johanna Werner: Web Manager

For more information, contact:

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