

PRESS RELEASE  
BORÅS, 26 January 2024

## Paulina Lundström appointed Managing Director of Pappelina

It is with great pleasure we can announce that Paulina Lundström has been recruited as Managing Director of Pappelina. Paulina is a visionary leader with over two decades of experience in design and brand development. Paulina has extensive experience from several brands in the design industry, such as Bolon and Kinnarps Group.

Through her time as Chief Brand & Communications Officer for Centiro, a world leader in cloud services for e-commerce and logistics, Paulina Lundström has successfully reshaped brand strategies and communications, contributing to the company's growth and success. During her time at Jotex in Ellos Group, the company transitioned to digital platforms and established itself as a leader in digital home furnishing fashion.

*"Paulina Lundström's experience in marketing, PR and communications, combined with her ability to lead and develop brands, makes her the ideal candidate to lead Pappelina into its next phase of growth,"* says Olle Svensk, CEO of Embellence Group.

With a bachelor's degree in marketing and media and education from Berghs School of Communication, as well as experience from several leading positions in the industry, Paulina is ready to revitalize Pappelina's brand identity and continue the company's growth journey.

*"Joining Pappelina as Managing Director is an incredibly exciting opportunity to continue my journey in brand development, sales and design. With my experience in transforming and revitalizing brands, I look forward to taking Pappelina's already strong brand to new heights. I firmly believe that through innovation, creativity and a continued commitment to sustainability, we can create something truly unique for Pappelina and its customers. I look forward to working with Pappelina's passionate team to create the next chapter in the success story,"* says Paulina Lundström.

### **About Pappelina**

Pappelina is a strong brand with a clear premium position in its niche. In addition to premium plastic rugs, Pappelina also offers other home interiors such as cushions, blankets, kitchen towels and table runners. Pappelina was founded in 1999 and currently markets to 42 countries. Sales through selective retailer and directly to consumers through the Pappelina website.

### **For more information, please contact:**

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### **About Embellence Group**

Embellence Group, founded in 1905 in Borås, is a leading European company in the premium wallpaper segment and has a prominent position internationally with sales in over 90 countries. Our brands include Cole & Son, Wall&decò, Artscape, Pappelina and Boråstapeter. Embellence Group shall develop its position as a leading House of Brands in premium interior decoration with a focus on wallpaper, textile, rugs and other interior decoration and drive development in a changing wallpaper and interior decoration market. Embellence Group is listed on Nasdaq First North Premier Growth Market. FNCA Sweden AB is appointed Certified Adviser.