



# Orthex Corporation: Aurélien Chabannier appointed Sales Director, Europe and International Markets

Orthex Corporation, Stock exchange release, 1 September 2025 at 1.30 p.m. EEST

Aurélien Chabannier has been appointed Sales Director, Europe and International Markets at Orthex as of today, 1 September 2025. He will be a member of the Group Management Team and report to CEO Alexander Rosenlew.

Chabannier (b. 1989) is French citizen and has a master's degree in management. He joined the company in 2016 as a Key Account Manager for France and holds currently the position of Business Unit Manager, France and Germany.

CEO Alexander Rosenlew: "We are delighted to appoint Aurélien Chabannier as our new Sales Director for Europe and the rest of the world. His remarkable achievements in establishing and growing Orthex's presence in France has laid a strong foundation for our European expansion. Aurélien has shown exceptional drive, market insight, and leadership, and I am confident he will play a key role in accelerating our journey toward becoming a truly European company. I warmly congratulate him on this well-deserved appointment and wish him every success in his new role."

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## Orthex in brief

*Orthex (ORTHEX, Nasdaq Helsinki, Finland) is a leading Nordic houseware company. Orthex offers a broad assortment of practical and durable household products with a mission to make consumers' everyday life easier. Orthex main consumer brands are SmartStore™ in storage products, GastroMax™ in kitchenware and Orthex™ in home and garden products. Orthex aims to be the industry forerunner in sustainability by offering safe and long-lasting products and reducing its carbon footprint by increasing the share of recycled and renewable raw materials. Read more [www.orthexgroup.com](http://www.orthexgroup.com).*

*Orthex's net sales in 2024 were 89.7 million euros. The company has customers in more than 40 countries and local sales organisations in the Nordics, Germany, France, the UK, and the Benelux.*

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