

Nimlas launches refreshed brand across group and country levels to accelerate growth

STOCKHOLM. October 22, 2025. Nimlas, one of the leading companies in the Nordic technical installations industry, today launches a refreshed brand to support its “2-20-2” growth strategy. The rebrand will be implemented across the group and country levels, with Sandbäckens, QMG and Konstel adopting the Nimlas name. Local installation companies will continue to keep full ownership of their individual brands.

Nimlas has achieved rapid growth over the past four years, expanding from SEK 1.5 billion in revenue in 2021 to over SEK 10 billion in pro forma revenue in 2025. After acquiring and incorporating three platforms, Sandbäckens in Sweden, QMG in Finland and Konstel in Norway, Nimlas unites nearly 140 local installation companies and 5,000 professionals. Everyone operates according to ‘The Nimlas Model’, an operating model that combines decentralisation and integration to build the best Nimlas at every level, with speed, quality and profitability.

With today’s launch, Nimlas is refreshing its brand across the group and country levels to accelerate its ‘2-20-2’ strategy and goals – aiming to reach SEK 2 billion in EBITA, SEK 20 billion in revenue and expand into two new markets by 2029. Sandbäckens, QMG and Konstel will adopt the Nimlas name, while all local installation companies will continue to operate under their own brands and names.

“Nimlas is where inner drive puts on a steel-toed boot. Our refreshed brand is not just a new look, it’s a clear statement of who we are and where we’re going. Nimlas is an installation company inside out, and the new brand will make us stronger together”, says Christoffer Järkeborn, CEO of Nimlas Group, and continues:

“At the same time, I have a firm belief that Managing Director means Managing Director. Joining Nimlas means maintaining full ownership of the local business – including the name, brand, P&L, teams, customers and projects – while gaining the strength, support and systems of the group. Our role is to help great installation companies become champions”.

Putting profitability first is a core principle of Nimlas. Despite challenging market conditions, the company has strengthened its profitability year after year. This success is driven by strategic investments in its operational engine, built on the right people, the right model and the right tools. Nimlas brings together people who live and breathe installations, a robust model that combines decentralised operations with strong support functions in finance, HR, procurement and legal, as well as smart tools that enable installers to focus on what they do best.

“Nimlas will continue to be the winning team thanks to the combination of our strong customer relationships and our operational engine, which has the capacity to accelerate our growth and performance without limits. We will stay ahead of the competition as the race towards our ‘2-20-2’ goals continue”, says Christoffer Järkeborn.

Nimlas.

About Nimlas

Nimlas is on track to become the most successful company in the technical installations industry, uniting close to 140 companies and 5,000 professionals across Sweden, Norway and Finland. The group provides a complete range of technical installation services, including electricity, plumbing, HVAC, automation, fire safety, and other related services. Nimlas has a pro forma turnover of SEK 10 billion and is owned by KLAR Partners.