



Press release
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INWIDO
Great Windows & Doors

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Inwido launches e-commerce in the UK and Ireland

Inwido, Europe's largest supplier of windows is expanding, launching new e-commerce portals under the Sparvinduer brand in the UK and Ireland. These countries are among those where e-commerce is currently growing fastest, not least with regard to windows. The launches mean that Inwido is now present with its e-commerce concept in a total of six countries. Denmark, Ireland, Norway, the UK, Sweden and Germany.

Sparvinduer, which forms part of Inwido's e-Commerce business unit, was founded in Denmark in 2006, with more than 80,000 private home owners having since purchased windows from one of the company's e-commerce portals on the Internet.

"Thanks to its strong growth, Sparvinduer was named a 'Gazelle Company' this year – for the first time in Denmark and for the fourth time in Norway," says Håkan Jeppsson. President and CEO of Inwido.

To be named a Gazelle Company, a company must have doubled its sales over the past four years, while generating a profit.

"Our colleagues in e-Commerce have ten years' experience of online sales. Competitive prices, as well as flexible operations close to customers have given us a market-leading position in Internet sales of windows and doors to private customers," says Håkan Jeppsson.

On the influential consumer portal, Trust Pilot, Sparvinduer currently ranks first among 40 window manufacturers in both Denmark and Norway.

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About Inwido. Inwido is Europe's largest supplier of windows and one of the leaders in doors. The company has operations in Sweden, Denmark, Finland, Norway, Estonia, Ireland, Lithuania, Poland, the UK and Austria and also exports to a large number of countries. The Group markets some 20 strong local brands including Elitfönster, SnickarPer, Hajom, Hemmafönster, Outline, Tiivi, Pihla, Diplomat, and Sokolka. Inwido has about 4,000 employees and generated sales of approximately SEK 5.2 billion in 2015. The Group's headquarters are located in Malmö, Sweden. For further information, please visit www.inwido.com