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PRESS RELEASE

BrandEye consolidates operations in a Wihlborgs property in Helsingborg

BrandEye, a producer of texture-modified food for the elderly and healthcare sectors, will in spring 2026 consolidate its operations in Malmö and Halmstad into the expanding Hamncity area (Plåtförädlingen 11) in Helsingborg. The lease covers 1,200 sqm and runs for ten years.

BrandEye is an innovative development and production company specialising in texture-modified meals for people with dysphagia and chewing or swallowing difficulties. The company also offers training and lectures for professionals working with nutrition-related issues. Founded in 2017, BrandEye today serves 300 clients within the public sector.

The company already operates a production facility in Helsingborg, and as the product range continues to grow, all remaining Swedish operations will also be relocated to the city.

Plåtförädlingen 11 is located in Hamncity, a modern logistics and industrial area in southern Helsingborg. Here, proximity to the existing container port, the E4/E6 motorways and public transport is combined with properties designed for contemporary industrial operations. The ongoing urban development in southern Helsingborg – with a new container port at its centre – is expected to further strengthen the area’s attractiveness in the long term.

“We are working purposefully to develop texture-modified foods that combine flavour and nutritional quality with the joy of eating and social interaction around the meal. The new facility is crucial for our continued success,” says **Henrik Mauritzon, CEO and founder of BrandEye Sales & Partner**.

“It is positive for the entire city that BrandEye chooses to consolidate its operations here, and it is a strong confirmation of Hamncity’s strategic location and future potential. The combination of modern premises, accessibility and upcoming port investments makes the area highly competitive,” says **Ulrika Hallengren, CEO of Wihlborgs**.

Wihlborgs Fastigheter AB (publ)

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Wihlborgs Fastigheter AB (publ) is a property company that focuses on commercial properties in the Öresund region. Its property portfolio is located in Malmö, Helsingborg, Lund and Copenhagen. In Malmö, Lund and Helsingborg, Wihlborgs is the leading property company. The book value of the company’s properties totals SEK 63 billion, representing an annual property rental value of SEK 4.9 billion. Wihlborgs’ shares are listed on the Large Cap List of Nasdaq Stockholm.