



## **PRESS RELEASE**

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# **ROL launches ROL Retail Concepts: Clarifying its Industry Identity and Positioning**

**ROL, a leading player in store and office interiors, announces a strategic change in its business areas. To strengthen industry identity and market position, ROL is consolidating its global retail operations under the name ROL Retail Concepts. The change officially takes place on February 7, 2024.**

"With ROL Retail Concepts, we solidify our commitment to clarify and strengthen our position as a strong player in retail, both in Sweden and Europe. Our customers and partners will continue to receive the same high level of service, extensive expertise, and quality as before. The ROL Fredbergs brand will continue to be an important part of our portfolio, focusing on our operations in Mariestad," says Viktor Lorentzon, Head of Retail Concepts.

ROL Retail Concepts will focus on offering comprehensive solutions on a global level within the retail industry, while the ROL Fredbergs brand will continue to work with project management, and turnkey solutions in stores, restaurants, and public environments.

"Our ambition is to continue developing meaningful collaborations with both customers and partners, and with that, continue to be a significant player in our industry and strengthen our market position," concludes Viktor Lorentzon.

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ROL was founded in Sweden 1985 and is an entrepreneur-driven and global market leader in ergonomically optimized office furniture and retail solutions. Our expertise in design, engineering, manufacturing, and technology ensures purpose-aligned, superior quality solutions, where we live, work, shop, and socialize. With a turnover surpassing SEK2.1 Billion and a diverse team of 940 professionals worldwide, we're making difference in our industries.

## **ROL GROUP**

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