

Wendre Group has completed its acquisition of Geska Bettwarenfabrik in Germany

Wendre Group, a Swedish Europe-leading manufacturer of bedding products, has acquired German Geska Bettwarenfabrik which is a professional textile products company more than 90 years old. With this acquisition Wendre gets a complete range and program for quilts and pillows also to the professional market such as Medical and Care. At the same time Wendre Group strengthens its foothold on the DACH market and its position as a European leader within bedding products.

The acquisition will also mean that Wendre's current textile sales operations in the DACH region, Wendre GmbH, will join forces with the team at Geska Bettwarenfabrik and create a new united strong team and platform for further growth within the professional market as well as for textiles and mattresses in the German speaking territory.

With this new family member, we get access to more products and designs at the forefront of development. With a wider and deeper portfolio within professional sales, we can now offer new and existing customers an ever more optimal bedding program in DACH and elsewhere, says Wendre Groups CEO Pål Jönsson.

The fourth generation of Geska's founders, current Managing Director and owner, Ms. Beate Knell, has 30 years of experience in professional sales and will gladly stay on also after the transaction and will take on a new role as Business Unit Director for all Wendre Group's activities in the DACH region and report directly to the Wendre Groups Sales & Marketing Director Jonas Berg, continues Pål Jönsson.

I'm very happy with this transaction and that me and my family have been able to find a good strong and solid owner for Geska Bettwarenfabrik. I can't wait to get going and now further develop the business in the years to come together with the great and innovative team at Wendre, comments Ms. Knell, . We and Wendre share the same values regarding quality, environmental awareness, trends and customer relations, which have always been important drivers for Geska Bettwarenfabrik.

The takeover has been carried out with immediate effect as per today.

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About Wendre

Wendre Group is one of Europe's largest producers of bedding products with its own manufacturing units in Estonia and Poland with a yearly production capacity of 12 million quilts & pillows and 600.000 beds & mattresses. The Wendre Group is having sales offices in Sweden, Finland, Germany and Poland and the customers include many of the leading European retail chains in both furniture's and home textiles. Wendre's sales turnover amounts to M€ 120 and are having around 900 employees. The main part of their business is private labels but they are also successful with their own brands FAMILON and Wendre. Wendre Group is environmentally conscious and applies the latest technologies to reuse up to 95% of production leftovers. www.wendre.com

About Geska Bettwarenfabrik

Geska Bettwarenfabrik, which started in 1921 in the Bavarian town Kulmbach, is today one of the leading distributors in the DACH market for professional quilts and pillows used within medical, care and other professional areas, but have also lately started to design and sell beds for pets. Geska Bettwarenfabrik, that cooperates with established textile manufacturers, with quality, comfort and good service as its guiding principle, has its own sales force focusing on professional sales. Geska are today having 8 employees based in Alzey, Germany. www.geska.de

Geska
bettwarenfabrik



Ms. Beate Knell
Owner and Managing Director
Geska [bettwarenfabrik](http://www.geska.de)

WENDRE



Mr. Pål Jönsson
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