

Nobia AB: Strengthening Sweden's best known kitchen brand

Written by Australian Business

STOCKHOLM--([BUSINESS WIRE](#))--Regulatory News:

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Nobia (STO:NOBI) is to merge two of its brands, Myresjökök and Marbodal, to form a combined and powerful brand – Marbodal.

Marbodal is taking additional steps to consolidate its position as Sweden's leading kitchen company for both the consumer and project markets by adding Myresjökök's unique expertise in customised solutions for the project market.

“We are combining the best of both worlds. Myresjökök is the kitchen supplier that has the best logistics and service offering for the project market. Marbodal is the best known kitchen brand among Swedish consumers and has a nationwide and continuously growing network of stores and retailers,” says Rune Stephansen, President of Nobia Sweden Kitchens.

Under the joint brand, Marbodal will offer a broader range and new digital investments that will simplify the purchasing process. In addition, further efforts will be directed to nurturing customer relations and developing the service offering and innovative kitchen solutions.

The conversion of Myresjökök will commence in the autumn of 2013 in close collaboration with customers.

Marbodal has been present on the Swedish market in 1924 and is now one of the most

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prominent kitchen companies in Sweden. Marbodal also conducts operations in Norway. Marbodal offers kitchens under the styles of Cottage, Classic and Modern. Several of its kitchen models are Nordic eco-labelled. Most sales are generated through Marbodal stores, builders' merchants and prefab home manufacturers. Marbodal is one of several brands in the Nobia Group. Website: www.marbodal.se.

Nobia develops and sells kitchens through some twenty strong brands in Europe. Nobia generates profitability by combining economies of scale with attractive kitchen offerings. The Group has approximately 6,600 employees and net sales of about SEK 12 billion in 2012. The Nobia share is listed on the NASDAQ OMX Stockholm under the ticker NOBI. Website: www.nobia.com.

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