



## GATHER STRENGTH WHEN THREE DESIGN BRANDS MEET

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Expertise in Scandinavian furniture, acoustics and interior design is now gathered in the newly formed Götessons Design Group. With three brands, 43 designers and products in 52 countries the ambition is to join forces and grow together.  
- This is our way of growing internationally in a wiser, faster and more sustainable way, says CEO Emil Johansson.

Under the name Götessons Design Group, the newly formed parent group will bring together the three brands David Design, AM Acoustics and Götessons. The three companies are all from Sweden but are active in a number of countries. We have even inaugurated a German Hub in Frankfurt called Götessons design GmbH. The overall track record includes everything from airports and award-winning offices to opera houses and music studios like Abbas.

Since 2019, the three companies have had the same owners, however it is only in connection with the current investment that they begin to seriously explore cross-fertilization of skills and offers. However, CEO Emil Johansson points out that this is not a mix of brands:

- On the contrary, this will make it possible for each of our brands to become even clearer and sharper. At the same time, we can collaborate to a much greater extent to be able to take on more complex assignments and larger projects together.

In the joint group, the brands will be able to benefit from each other's sales channels as well as borrow ideas and concepts. For example, Loop by Götessons - a sustainability concept where you "loop" products in a circular economy instead of building the business on traditional and linear consumption that starts in a factory and ends in a landfill.

The Group's naming company, Götessons Industri AB, was founded in 1984 and specializes in innovative products for offices, hotels and other workplaces.

In 2015, AM Acoustics in Falkenberg AB was acquired, which then had 25 years of experience in developing sound-absorbing and acoustic solutions and products. In 2019, they also acquired David Design, which since 1988 has produced furniture, lighting and accessories together with world-leading designers.

Now the ambition is to find synergies within the new group to achieve growth with a human perspective and live up to the common promise "Human design, human growth." The majority owner of Götessons Design Group is Accent Equity Partners AB.

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