

## New Ege Carpets strategy: Growth through simplification and focus

---



This spring, Ege Carpets made an adjustment of the company strategy and structure in order to meet a number of emerging trends on the market for carpets. Thus, the ambition to differentiate through a clear market approach, locally focused sales and customer attention as well as significant, sustainable design solutions has motivated a modification of the strategic direction. More specifically, the adjustment includes the three below described movements, that are made to ensure the post Covid-19 realisation of a 5-10% annual growth and a 12% return on invested capital (ROIC).

### 1. Simplification – from group to consolidated entity

Over the years, Ege Carpets have grown through acquisitions and in that way new brands, which have led to a number of advantages but also challenges. Now, the company needs a structure that promotes scale benefits through a single brand narrative; Ege Carpets.

Internally, simplification is vital too. In production, the company seeks maximum synergy and eliminates duplicate functions and in addition, the marketing communication promotes one single brand. More specifically, Ege Carpets move from being a group (Ege Group) with separate companies comprising Ege Carpets, Hammer Carpets, Bentzon Carpets and Carpet Concept, to joining forces as one focused company with one brand and one overall production structure (Ege Carpets). This adds scale to production and marketing and sets the course towards a simpler structure. The sales organisation continues to be locally present, but avoids going into the same country from different companies with different brands. After a transition period of shared ownership, the company takes full ownership of all subsidiaries during 2021 in which, the new structure is also expected to be implemented.

---

## **2. Clarification of purpose and sharpened service approach**

Rather than being one of the best, Ege Carpets want to be the best when it comes to creating exceptional customer experiences. Through a customer approach based on market leadership within design, agility, service and sustainability, Ege Carpets want to be the preferred brand to the core segments; offices, hotels and marine.

## **3. Focused market and segment based activities**

With a clear market focus, Ege Carpets want to win Europe. Already holding a market leader position in Denmark, Norway and Sweden, future growth must come from the prioritised markets DACH, the UK and France. Profitably established in these countries, Ege Carpets now strive to build up market shares.

### **Do you want to know more?**

If you need more information, please don't hesitate to contact:

Mette Frydensbjerg Jacobsen, PR & Communications Responsible

+45 9711 7464 / [mfj@egecarpets.com](mailto:mfj@egecarpets.com)