

Roliba acquires all sales activities of East Jutland wholesale company.

For the second time since 2021, Roliba A/S expands through acquisition. All sales activities of the East Jutland wholesale company, Svalk Handel ApS, will transit to Roliba as of June 1. Roliba thereby takes another important step in the company's strategy to expand its position as a market-leading supplier to hardware stores within multiple product categories.

Brackets and tracks for sliding doors and gates will become an integrated part of Roliba's regular product range from June 1. The acquisition adds over 2000 item numbers to Roliba's already extensive product offering. Additionally, Roliba acquires important core competencies and the rights to use the Svalk name.

"With the acquisition of Svalk, we strengthen Roliba's presence in hardware stores with an even larger and well-assorted product range. We look forward to realizing synergies between our expertise and new know-how from Svalk. The acquisition also contributes to consolidating us as an innovative trading company and a dynamic workplace in Funen," says Niels Sunke, CEO of Roliba.

Niels Sunke has repeatedly emphasized the importance of acquisitions as part of growing Roliba, a company he has led since 2021. For Svalk, it has been crucial that the Danish heritage of the family business continues with an owner-managed company.

"With the sale to Roliba, we have ensured that the Svalk name lives on in the future. Svalk was founded 46 years ago, and now it is time for something new. Roliba is the ideal match for us. We are proud that Niels Sunke has seen the opportunities in continuing our recognized product range and the Svalk name as part of Roliba," say My Nørup Bjerre and Johannes Nørup Hansen, two of the owners of the family business.

"I am an entrepreneur at heart, and I am excited about the trust that Svalk has shown me in becoming part of Roliba. With its high quality and the spirit of the entire company, Svalk fits very well, where personal sales, close customer relationships, and flexibility in our service are always at the forefront," says Niels Sunke.

In just a few years, Niels Sunke has initiated a restructuring with a focus on digitization and automation of internal processes, including the implementation of an administrative robot. The goal is to streamline the business through process optimization and more sustainable product development.

Roliba has a long and proud history in Funen. The company was originally founded way back in 1892. Today, the inventory includes over 12,000 different item numbers distributed among ropes, lighting, building materials, electrical products, hobby, and packaging items, and now also tracks and hardware for sliding doors and gates. Roliba collaborates with wholesalers in many industries, and the product range includes both own brands and agencies from around the world.

The acquisition formally takes effect from June 1, 2024.

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