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Columbus Marine A/s

= **TRUE** ♥

Liros Skandinavia AB buys Columbus Marine A/S in Denmark and thereby strengthens its position in the Nordics.

For almost 40 years, Henrik Nielsen has successfully developed Columbus Marine A/S into the obvious Danish market leader in the import and sale of boat accessories from well-known quality brands, including Liros. When he now sells his business to the Swedish company Liros Skandinavia, and at the same time becomes a partner in the buyer, a further step forward is taken. However, there are no immediate changes.

– No, it will be “business as usual” with the same winning concept and crew as before, says Henrik Nielsen, who retains the responsibility for the Danish market.

Columbus Marine and Liros Skandinavia today have a turnover of SEK 60 million each, have already collaborated for a long time and the employees

know both products and each other very well. Their personal ties and solid commitment guarantee continued Nordic success.

– We simply like each other and work fantastically well together, says Swedish manager Per Plantoft.

For Liros Skandinavia’s chairman of the board Johnny Källman, the deal means that he too now becomes a co-owner, side by side with Nielsen, Plantoft and the German majority owner Liros GmbH.

– Excellent brands and a good team that is very popular among the dealers have given Columbus Marine a unique market position, which now contributes to strengthening Liros’ position in the Nordics, says Källman.

He mainly sees synergies and potential on the industrial side.

– The marine range is rolling along very well, but in areas such as offshore, fishing, shipping, textiles and the furniture industry, we will take more initiative going forward.



Per Plantoft, Johnny Källman, Sven Rosenberger (Liros GmbH) and Henrik Nielsen toast the deal and continued success in the Nordics.

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