



## PRESS RELEASE

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# ROL continues to shift up and reinvests 80 MSEK in a state-of-the-art factory

**ROL AB ("ROL"), is a global company with a turnover of SEK 1.6 billion and has more than 900 employees globally, with headquarters in Jönköping, Sweden. ROL offers a range of products and services that enable inspiring and integrated environments where we live, work, shop and socialize. ROL is now reinvesting over SEK 80 million in a state-of-the-art factory in Sweden and jobs will be created.**

As early as 1985, Kaj Hjelm, owner and founder of ROL, understood that smart automated production was a prerequisite to become a competitive player with the highest quality, in a competitive industry. That was clearly stated few years later, when he decided to build a completely new factory at Axamo airport in Jönköping, then with pioneering digitalized production.

"That we already in the mid-80s dared to invest so much in Sweden, moreover in new technology, no one could really understand. But I saw the possibilities of how to best streamline and gradually improve and refine the production. Manufacturing is the heart of ROL and something I have always been passionate about and driven by," says Kaj Hjelm. You can not copy the current, you have to think another round, dare to challenge yourself, hire smarter employee than yourself and think about the sustainable aspect, not just in the short term. That's when you get a return on your investment in the long run ", Kaj concludes.

## One of Europe's most modern production facilities

In 2018, ROL invested more than SEK 120 million in the fully owned production facility in Šiauliai, Lithuania, where they mainly produce stands for height-adjustable office furniture. Over the years, the facility has received several awards as one of Europe's most modern and highly automated.

"As we grow with our customers, more production capacity is required. We want to control our entire supply-chain, which results in the fact that we now taken the step with a similar plant in Sweden. We have taken all the "know-how" from Lithuania and now, almost two years later, with a pandemic included, the first products are produced, "says Andres Bråhn, Infrastructure Planner, Global Manufacturing, ROL.

## "Swedish production smartness"

"The production facility we now launched in Jönköping, Sweden is just like its big sister in Lithuania, an impressive facility. It has required a lot of Swedish production smartness and we have focused on sustainability, efficiency and future needs. This is something that our colleagues in our various industries will find it difficult to top. ", Anders concludes.

With this investment, the capacity of ROL will greatly increase and we will be able to meet customers' future needs, without losing production capacity to other business areas. The investment will generate more jobs, in Jönköping, Sweden.

### For more information, please contact:

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