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Alignment of drive, dreams and digitalisation paid off

Three Ds converged when a new company saw the light of day. The alignment between drive, dreams and digitalisation resulted in Thygesen Textile Group A/S founding a new subsidiary in cooperation with a local e-commerce expert on 1 October 2021.

In the context of the Group's overall digitalisation strategy, Thygesen Textile Group has established a new subsidiary by the name of Online Textile Solutions A/S. The subsidiary was founded in collaboration with local e-commerce expert Niklas Linnebjerg, who has years of experience in e-commerce with and through several of the largest international cross-border e-commerce companies and marketplaces.

Niklas Linnebjerg joins the company as Partner and Managing Director.

Online Textile Solutions aims to develop concepts and online-only brands for sale through international online pure players and marketplaces.

"I am very excited to become part of Thygesen Textile Group, and to contribute the e-commerce knowledge and experience I have built over the years to the development of Online Textile Solutions. Thygesen Textile Group, and the many skilled employees in the group, are highly competent in terms of production, product development, etc. I also share the company's values, which is an important foundation for a fruitful cooperation. I am proud of this new opportunity, and very excited about this new partnership", Niklas Linnebjerg says.

Today, Thygesen Textile Group A/S has a strong market position in the production and sale of textiles, with its own production and a strong purchasing and sourcing network providing textile solutions to customers and partners around the world. With the new company, Thygesen Textile Group A/S wants to add another business area, thus further strengthening the company's position in the market.

"The growth of the online market in recent years has been significant, and consumers have easy access to goods from all over the world, which has increased competition considerably. We believe it is important that we remain a strong and competitive partner and company in this field as well", says Jens Thygesen, CEO and Partner at Thygesen Textile Group and continues: "We are extremely pleased that we could agree with Niklas Linnebjerg on the creation of Online Textile Solution, which we have high hopes for. We believe that the timing is right to expand the company's digitalisation strategy."

"We are going to give a lot of attention to how, through the production volume that Thygesen Textile Group has today, we can help online platforms create concepts, brands, etc., which can also help generate higher earnings for the platforms themselves," Niklas Linnebjerg concludes.

Further information can be obtained by contacting Jens Thygesen at Tel. +45 22 80 88 61 or Niklas Linnebjerg at Tel. +45 51 89 19 32.

Facts:

Thygesen Textile Group consists of a number of Danish textile trading companies employing a total of 49 people, as well as a 469-employee production company in Vietnam with both knitting and sewing capacities. The Group also holds shares in the company Müller Textil GmbH in Germany, whose primary product is used in the automotive industry.


THYGESEN TEXTILE GROUP