

Elfa Group AB announces new Chief Executive Officer



Elfa Group AB today announced the addition of Per von Mentzer as the company's new Chief Executive Officer, effective August 25. The Elfa product line is sold in approximately 30 countries, including the United States where it is offered through its parent company, The Container Store's, 43 retail outlets and online at containerstore.com.

Elfa Group is one of the world's leading companies for customized storage solutions. The products take their inspiration from Scandinavian design and are made from carefully selected materials. Customized storage solutions are available for every room in the home and can be combined to satisfy a specific need. As CEO, von Mentzer will lead and direct Elfa Group's management team while collaborating with The Container Store's executive management team to focus on the global growth and high potential for expansion of the Elfa brand.

"Per has incredibly strong executive management experience, a proven record of strategic planning and execution and a focus on building and developing a team of great leaders," said Kip Tindell, Chairman and CEO of Elfa parent company The Container Store. "These strengths will allow us to further capitalize on the talents and resources of our Elfa team, taking the brand to new heights."

Prior to joining Elfa, von Mentzer served as the Vice President of Marketing and Sales at Nybro Flooring International (NFI) in Switzerland. He also brings with him experience from previous positions at Trelleborg, TarkettSommer and AB Gustaf Kährs, an extensive knowledge of the European home furnishings market, as well as much success in business development, sales management and brand building.

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Elfa Group AB is the parent company of the Elfa corporate group and consists of five factories and more than ten sales companies in Sweden, Norway, Finland, Denmark, Netherlands, France, Germany and Poland. Elfa markets six brands; elfa, Sparring, Lumi, NoGa, Kirena and Pekodom. The company was founded in 1948 and today is the world's leading supplier of customized storage solutions. The product assortment includes drawer-, shelving systems in steel and wood and made-to-measure sliding doors. The product assortment is sold mainly through retailers within the furniture/specialty, DIY and timber trade in more than 30 countries via subsidiaries or independent distributors and retailers. Elfa's growth in past years has been rapid and will continue to have a strong growth with a high level of profitability. The group employs approximately 700 people and the turn over is more than 1 billion SEK.