



Kvadrat acquires stakes in two textile weavers

Kvadrat is boosting its business and going industrial by taking stakes in its two major textile suppliers. The move plays an important role in our strategy to grow 50% over the next five years, and to help us become one of the top five Architecture & Design brands in Europe and Asia.

Based in Denmark, Kvadrat is already a leading design company in textiles, supplying a range of sectors with premium quality curtaining and upholstery. Our involvement in British mill Wooltex and Gaudium in The Netherlands is allowing us to become directly involved in manufacturing. And this has major benefits for our clients.

Kvadrat now owns a substantial stake in Wooltex, which already produces 80% of our woollen textiles. And we have taken a stake in Gaudium, a producer of high performance synthetic fibres. Both weavers are highly-competent operators, with which Kvadrat has worked for a number of years.

The benefits for the way Kvadrat does business, and hence for its clients, are myriad, says CEO Anders Byriel. "By industrialising our operations in this way, Kvadrat is creating a stable, seamless supply stream, with direct deliveries from the loom to the manufacturing sites of our increasingly-global clients."

The two partnerships put Kvadrat in prime position to develop its capabilities in Asia. Senior Vice President Mads Nygård explains: "We're now better positioned to introduce exciting new fabrics to clients in Europe and especially to the emerging markets, across all sectors from hospitality to transportation."

This ability to source materials directly, means Kvadrat's relationship with its clients is deepening, combining the excellence of its design and sales organisation with the strength of being an industrial partner.

Kvadrat has been developing beautifully designed curtains and upholstery for over almost four decades. The firm is involved in around 3000 building projects a year worldwide, and already has a strong reputation in the premium and middle markets. "These deals give us a product offering that can meet our clients' expectations on price and technical matters," says Anders Byriel.

At the same time, Wooltex and Gaudium benefit from Kvadrat's business and financial input. We will be supporting both management teams and helping them grow their own businesses internationally.

Peter Timmins, owner and managing director of Wooltex UK Ltd, has had a personal association with Kvadrat for 25 years. "All our future investment in our company will be with Kvadrat and its clients' needs in mind", he says. "This will include lean manufacturing techniques to take costs out of the whole supply chain, and to deliver in the shortest possible time."