

## Press-release

16. januar 2011

### **Kronings buys ErgoPur**

It is with great pleasure we can announce that Kronings per 1. January 2011 buys ErgoPur. Wencon Arcopur Ltd. in Bogense continues as a manufacturer of mattresses.

A large number of potential synergies in European distribution cause Kronings purchase of ErgoPur to the camper and caravan industry.

ErgoPur is developed by Wencon ArcoPur Ltd. in 2007 by founder Eric Wendelin. ErgoPur have since its introduction proved to be a breakthrough comfort product for the camper and caravan industry.

ErgoPur specializes in high quality pressure relieving mattresses and pillows for campers and caravans which, with its specific dimensions and shape, requires a specialized and individual production. ErgoPur is produced in Bogense (Denmark) and the production will primarily continue using Danish production.

Cooperation with Kronings allow future development of the ErgoPur concept and Kronings European distribution, sales and service centre in Denmark, Sweden, Holland and Italy, will ensure the widest possible service and marketing of all ErgoPur products.

*"We have identified numerous synergies in this acquisition. ErgoPur's unique quality and flexibility match Kronings both in product and sales. The camper and caravan industry in Europe is looking for specialized comfort and high quality products.*

*ErgoPur's unique set-up consists of very high quality, and a unique production set-up, where the dealer only inform about the caravan brand and model, hereafter the mattresses will automatically be produced with the specific measures and shape which the client needs. Both dealers and campers are looking for high quality and high service. We are convinced that ErgoPur is an incredibly exciting product with great opportunities. Based on Kronings other products the high quality of ErgoPur matched perfectly into our strategy says CEO Søren Christensen, Kronings.*

*Søren Christensen will not reject further acquisitions in the near future. We believe in consolidation of manufacturers in the caravan industry, and we are therefore always open to opportunities which may arise. We have invested a lot in developing new products and all of them have the same purpose, offering campers a more future-proof and more comfortable product."*

*"Kronings has proven to be the right partner for ErgoPur, says director Erik Wendelin, ErgoPur. ErgoPur has been incredibly well received by both dealers and end customers. ErgoPur is specifically designed for the camper and caravan industry to increase comfort for the campers during their stay in their camper or caravan. Many campers want to sleep just as well during camping, as at home - that is a big challenge, as almost all caravans and mobile homes have beds with special measures and shapes. We have more than 4.000 templates on mattresses for both campers and caravans, and it has taken us more than two years to gather all this in our database that makes our production possible - adapted every camper and caravan."*

Wencon ArcoPur Ltd. will continue its work on developing new products, and sales of ErgoPur products to other industries, and will be affiliated to Kronings in future production of ErgoPur products.

For questions please feel free to contact:

**Kronings®**

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**Kronings®**

Kronings is a Danish owned company that produces fully automatic caravan movers, electric corner steadies, heating and GPS systems for tracking of caravans and remote control of caravan heating systems. With headquarters in Esbjerg, sales and service centres in Denmark, Sweden, Holland and Italy, Kronings products are mainly produced in Denmark, Holland and Germany. Kronings is market leader in Denmark within caravan movers and electric corner steadies for caravans.

**Wencon ArcoPur**

Wencon ArcoPur produce pressure reliving mattresses for several professional industries. Ergopur is developed in cooperation with specialists and produced in Denmark of high-quality materials.