

Press release

15.09.2022

Two experienced textile professionals to join the management at Fraster ApS

The two the former executives from Ege Carpets A/S, Svend Aage Færch Nielsen and John Vestergaard, will join the board of Fraster ApS on 1st of October 2022, and at the same time take over majority ownership of the company. The current owners, Trine Neve and Peter Kruse, will continue as daily managers and owners of the company.

The change is motivated by a desire to start a generational change and strengthen the management of the company.

Peter Kruse states:

“Trine and I have known Svend and John for several years, and we are convinced that with their background and experience, they are exactly the right two people to take Fraster to the next level and create an even better Fraster”.

John Vestergaard states:

“Svend and I have spent a lot of time with Peter and Trine over the past few months. Trust is essential when buying into an owner-managed company, and I feel that there is a great deal of trust between us as well as a readiness for changes to be made in order to get to the next level.”

Svend Aage Færch Nielsen states:

“Fraster has done really well for many years and has a strong position on the Danish market. We see an untapped potential in the company, which John and I, together with the competent employees in the company, will be involved in realizing”.

Fact box:

Peter Kruse founded Fraster in 1994. The current management is made up of Peter Kruse and Trine Neve.

The company, which is located in Silkeborg, develops, manufactures and sells carpets and interior design solutions for the business-to-business and housing market. Fraster is a design company within felt and carpet tailoring. Design is a fundamental part of Fraster's development focus, from a small project for the private home to a large project for the modern office or production company. Fraster's work is based on the concept that it is possible to transform any room by means of carpet solutions, felt seats, chair mats and acoustic modules in a multitude of colours and shapes. These sustainable solutions are achieved through quality, craftsmanship and design, which are the basis of Fraster's exclusive and individual carpet and textile solutions. Fraster's core competencies are customised aesthetic solutions using colours and shapes.

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