

Troax Group introduces 'Beyond Safety' – a new commercial platform for sustainable growth

Troax Group, global leader in industrial safety, today introduces a new brand direction, together with a refreshed brand identity. This important step in the Group's strategic development will strengthen its commercial platform, deepen customer relationships and support the next phase of sustainable growth.

Bringing the full strength of Troax together

Over recent years, Troax Group has significantly broadened its portfolio by entering the markets for flexible barriers, active safety solutions and data centre offerings. The new brand direction reflects this evolution and the broader role Troax plays in supporting customer performance. At its heart is Beyond Safety, the Group's belief that great safety solutions do more than prevent harm. They help customers improve productivity, maintain continuity and perform at their best.

To help customers access the full strength of Troax more easily, the Group is bringing its expertise, solutions and capabilities together through one consistent offer across every market. This, combined with a stronger focus on complete solutions built around customer needs and challenges, will create greater value for customers.

"Our customers don't just need safer operations – they need operations that run better. With a clearer offer, a stronger focus on complete solutions and the most comprehensive range of industrial safety solutions on the market, we are making it easier for customers to improve performance and meet safety regulations with confidence," says Camilla Davidsson, VP Marketing & Communications, Troax Group.

Unlocking the full value of an expanding portfolio

A clearer offer and a stronger, more consistent market presence support increased market penetration, stronger cross-selling opportunities and sustainable growth across the Group's 40+ markets. This helps unlock the full potential of its expanding portfolio.

"Ultimately, this is about strengthening Troax as a business. By bringing our expertise, solutions and capabilities to market more effectively, we are building a stronger platform for long-term growth and profitability," says Martin Nyström, CEO of Troax Group.

A refreshed identity and updated troax.com

As part of the launch, Troax Group is introducing a refreshed visual identity and an updated troax.com website. Together, they make it easier for customers, partners and investors to understand the Group's full offering and find what they need.

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About Troax Group

[Troax Group](#) is the global market leader in industrial safety. The Group offers the sector's most comprehensive product and service portfolio, continuously evolving through sustainable, next-generation innovation. By making industrial safety the foundation of our customers' performance, Troax Group has delivered profitable growth for seven decades.

The Group operates in around 40 countries and has approximately 1,400 employees. Our head office is located in Hillerstorp, Sweden. In 2025, net sales amounted to approximately EUR 262 million. The Troax share is listed on Nasdaq Stockholm.

Read more about us on www.troax.com.

Image Attachments

[Troax Group New commercial platform](#)

[Martin Nyström, President & CEO, Troax Group](#)

[Camilla Davidsson, VP Marketing & Communications, Troax Group](#)