

Eduviva Group acquires Milas

Eduviva Group, the European market leader in creative and educational products, has acquired Milas, a leading actor providing educational products to schools and pre-schools in Norway.

Eduviva Group has acquired Milas AS, a leading supplier of educational products to private pre-schools across Norway. Headquartered in Spikkestad, the company provides a broad range of solutions including furniture and interiors, playground and outdoor environments, as well as arts and crafts and learn and play products. The acquisition further strengthens Eduviva's position on the Norwegian market and general Nordic footprint.

"Milas expertise and strong market position, specialised to meet the needs of private pre-schools, aligns well with our ambition to acquire market leading business to further strengthen our position in our home markets", says David Persson, CEO, Eduviva Group

Milas will become a part of Eduviva Group's Nordic Business to Education segment, yet operate as a separate business unit keeping its strong brand in Norway.

"Throughout the years, Milas has developed into a well-known and trusted supplier for schools and pre-schools across Norway. As a part of Eduviva Group, we will continue to build on this foundation, and grow even stronger in the future", says Frode Lund, Managing director, Milas

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About Eduviva Group

Eduviva Group, headquartered in Osby Sweden, is the European market leader in creative and educational products.

Under the common mission of igniting the passion to create and joy to learn, Eduviva Group operates four business units:

- Lekolar – Nordic market leader in learning materials and learning spaces for educators (B2E)
- Heutink – Dutch market leader in Learning content, learning materials and learning spaces for educators (B2E)
- Panduro - Nordic and Benelux omnichannel market leader in arts & craft (B2C)
- Playbox - A leading producer and wholesaler of arts & craft products (B2B)

In 2025, the Eduviva Group's revenues amounted to ca. 5,9b SEK. Since 2017, the company is majority owned by Nalka Invest AB

Read more at www.eduvivagroup.com

About Milas

Milas AS, headquartered in Spikkestad, Norway, is a Norwegian supplier of products for kindergartens and schools. The company provides a broad range of high quality solutions including furniture and interiors, playground and outdoor environments, as well as arts and crafts and learn and play products. The company works closely with educational institutions to supply durable solutions suited for demanding learning and play environments.

Attachments

Eduviva Group acquires Milas