

Umeå Hemteknik joins KEYTO Group

We are pleased to announce that Umeå Hemteknik, a trusted regional provider of appliance installation, maintenance, warranty services and repairs has joined KEYTO Group and our Servly business.

Founded in 2005, Umeå Hemteknik has built a strong reputation for professional expertise and high-quality services. The company supports consumers and property owners with services for white goods and household appliances.

Based in Umeå, Umeå Hemteknik delivers services across both Umeå and Örnsköldsvik, offering strong local reach and great customer relationships.

This strengthens KEYTO Group and Servlys regional presence in northern Sweden and deepens our capabilities within white goods and appliance services.

"Umeå Hemteknik has built an trusted position in northern Sweden over the past 20 years. Their strong customer focus and long-term relationships make them an excellent fit for KEYTO Group. We look forward to supporting their continued growth journey and strengthening our appliance service capabilities across the region."

Magnus Agervald, CEO of KEYTO Group

"This partnership will allow us to continue developing our services and further improve the experience we provide to our customers in Umeå and Örnsköldsvik."

Jesper Jahnstedt, CEO of Servly

Employees and customers of Umeå Hemteknik are warmly welcomed into the KEYTO family and our Servly business.

Want to join KEYTO Group? We look forward to future partnerships that complements and strengthen our position, both in Sweden and internationally. Please contact Gustav Thott, Head of M&A and Corporate Development at KEYTO Group, at gustav.thott@keytogroup.com

Contacts

Fredrik Lindblad
Group CMO/Group Communications
fredrik.lindblad@keytogroup.com



Press Release
16 December 2025 08:30:00 CET

About Us

We are KEYTO. We unlock people's quality of life through the power of our one-stop destination. With more than 4,500 employees and a wide and growing portfolio of services and brands– including appliance repair/service, cleaning, gardening, lawn care services, house inspections and much more– we promise ease of mind by providing easy access to outstanding homeservices.

Powered by trusted companies such as GreenThumb, Servly, Hemfrid, Veterankraft and Enspecta, KEYTO creates millions of ease of mind moments to customers across multiple markets.

As part of our ambitious growth journey, we expand both organically and through strategic acquisitions. We partner with entrepreneurs and teams who share our vision of delivering exceptional service – and together, we shape the future of the service industry.

Visit keytogroup.com for more information.