

BIMObject AB and industry organization SEG sign strategic agreement regarding product data

BIMObject AB (publ) has signed a strategic agreement with Sveriges Elgrossister (SEG) to enable qualitative sustainability data for electrical industry products.

With the help of BIMObject's platform Prodikt, SEG can streamline the sharing of product data for electrical products in the construction sector and enable large-scale generation of climate data to meet the industry's increased demands for sustainability and transparency.

Through the partnership, Prodikt's and SEG's databases will share product information, thereby creating efficiency and market advantages for both suppliers of electrical products in the Swedish market and the wholesalers' end customers, i.e., various construction projects. The integration will simplify the dissemination of current and reliable product information to the market, and Prodikt's technology to generate generic climate data for the climate impact of all products is crucial for the collaboration.

SEG's database, known as *E-nummerbanken*, contains product information used by a large part of the construction and electrical industry. The collaboration means, among other things, that selected product data from Prodikt will be available to SEG's owners, which include Sweden's leading electrical wholesalers: Ahlsell Sverige AB, Kesko AB, Rexel Sverige AB, Solar Sverige AB, Sonepar Sverige AB.

"Our mission at SEG is to standardize and streamline the information flow in the Swedish electrical product industry. With this collaboration, we take a significant step to meet market demands for climate data. The ability to provide climate data for our members' product ranges is a game-changer that will facilitate the entire value chain in meeting legal and market requirements and climate goals." says Mårten Alrenius, CEO of Sveriges Elgrossister.

"This is another step in realizing our vision, to, through collaboration with manufacturers, platforms and software, enable all actors in the construction process to save time and ultimately make better decisions," says Sofia Hylén, interim CEO of BIMObject AB.

About Sveriges Elgrossister (SEG)

Sveriges Elgrossister (SEG) is the industry organization for the leading electrical wholesalers in Sweden and, among other things, administers the database *E-nummerbanken*. SEG works to streamline and standardize information flow and business processes in the Swedish electrical product industry.

For more information, please contact:

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About BIMObject

The global leading provider of reliable product information for the construction industry

BIMObject AB is the central source of product information for the construction industry and the engine behind an ecosystem of software, tools, and services that enable those who build to use the information at different stages of a construction project.

BIMObject's shares are traded on Nasdaq First North under the ticker: BIM.
Certified Advisor: FNCA Sweden AB

Attachments

[BIMObject AB and industry organization SEG sign strategic agreement regarding product data](#)