

# Kjell & Company launches yet another own brand – Nomadelic

**Kjell & Company, which is part of the Kjell Group, has launched its own brand Nomadelic. Initially the brand will include proprietary headphones, powerbanks and speakers, after which the brand will be expanded to include new categories.**

The launch of Nomadelic represents a central component of Kjell & Company's focus on its own brands. With just over 25 employees, Kjell & Company's purchasing organisation in Asia performs quality and safety tests on all products before they are sold online or in one of Kjell & Company's 130 stores in Sweden, Norway and Denmark.

"A curated range of high-quality products selected by us, many of which under our own brands, is one of Kjell & Company's most important strategic cornerstones when it comes to guiding our customers towards the best purchase. Our growing number of own brands and strong digital position online, combined with other services such as personalised advice, our own network of service points and fast online deliveries, form the foundation of Kjell & Company's strategy and supports our growth," says Andreas Rylander, President and CEO of Kjell & Company.

The growth of own brands has mainly been driven by the sharp growth of Kjell & Company's leading Linocell, CleverIO and Plexgear brands.

Kjell & Company is part of the Kjell Group, which offers one of the market's most comprehensive product range in consumer electronic accessories, including advisory services and installation. The business is conducted online in Sweden, Norway and Denmark and via 130 service points, of which 107 in Sweden and 23 in Norway.

Through Kjell & Company's customer club, with over 2.4 million members, and wholly owned Danish subsidiary Av-Cables.dk, the company has a unique understanding of people's technology needs, and the Group's approximately 1,200 employees work every day to improve people's lives through technology.

## Contacts Kjell Group

Andreas Rylander, CEO, +46 (0)73 5181 001, andreas.rylander@kjell.com

Joel Rönnehan, Chief Commercial Officer, +46 (0)70 2435 830, joel.ronnehan@kjell.com

## Certified adviser

*FNCA Sweden AB is the company's certified adviser. FNCA can be reached at [info@fnca.se](mailto:info@fnca.se) or +46 8 528 00 399.*

Press Release  
20 October 2021 08:00:00 CEST

**Kjell & Company**

---

## Attachments

---

[Kjell & Company launches yet another own brand – Nomadelic](#)