

Lekolar Group becomes Eduviva Group

Lekolar Group changes its name to Eduviva Group. The name change marks the group's strong growth and creates a clear platform for continued development of market-leading businesses and brands offering inspirational and sustainable solutions for creative and playful learning.

After the recent years' strategic acquisitions, geographical expansion, and organic growth, Lekolar Group is now changing its name to Eduviva Group. The group, which historically has had a Nordic focus, has established itself as a European leader. The group has a turnover of approximately SEK 5 billion and has 1,500 co-workers, primarily in the Nordic and Benelux countries.

– Through the acquisitions of the Dutch company Heutink and Swedish Panduro, our group has grown both in size and geographical scope, and it is fitting that we now unite under a new group name that reflects our entire operation. Our new name connotes “education” and the Latin “viva” for “living”. I believe this reflects our core mission “To spark the passion to create and joy to learn” in a nice way, says David Persson, CEO of Eduviva Group.

With the new name, the group structure is clarified. All Eduviva Group companies develop in a decentralized spirit and simultaneously collaborate to realize scale and synergy benefits, in areas such as product development, purchasing, and manufacturing. Eduviva Group consists of four business units: Lekolar, Heutink, Panduro, and Playbox, which together form a market leading European actor providing inspirational and sustainable solutions for creative and playful learning.

Lekolar and Heutink are well established market leaders in the Nordic countries and the Netherlands respectively within the sector of pedagogical material, equipment and learning environments for schools and preschools. On the consumer market for arts and crafts, Panduro is market leader in the Nordic and Benelux countries. Through Playbox, Eduviva Group also holds a strong position as a producer and wholesaler of arts and crafts products.

"We are European leaders in sustainable solutions for creative and playful learning. This is a position we have established together - all employees, in all units. It is a clear marker of the strength that exists in Eduviva Group, and we look forward to continuing to develop our group under the new name," says David Persson.

The registration of the name change is ongoing with the Swedish Companies Registration Office.

For additional information:

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About Eduviva Group

Eduviva Group (formerly known as Lekolar Group), headquartered in Osby Sweden, European leaders 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, material and learning spaces for educators (B2E) with global presence
- Panduro - Nordic and Benelux market leader in arts & craft for consumers (B2C)
- Playbox - A leading producer and wholesaler of arts & craft products (B2B)

Read more at eduvivagroup.com

Attachments

Lekolar Group becomes Eduviva Group