

Press Release

December 8, 2021

Sebastian Samuelsson brings the gold to the world cup

Sebastian Samuelsson is one of the world's best biathletes and he aims for the gold at the winter Olympics and the world cup this winter. To help inspirer Sebastian in his preparations, FM Mattsson has developed a custom-designed touchless golden mixer which is going to follow him all through the season.

Sebastian Samuelsson always aims for gold and an own service team is necessary for a good season. This year he gets even more professional help with his own mixer team, that's are going to follow the golden mixer and Sebastian Samuelsson's journey towards the perfect season.

Golden mixer

The golden mixer has a touchless feature which minimises the risk of Sebastian getting sick during the season. Touchless mixers have been used for many years in public facilities, but are now also available for home use. The touchless function is practical because the mixer does not need to be touched when you want to clean your hands. Besides being convenient, this also improves cleanliness and hygiene. For Sebastian, the exclusive surface is also a keen reminder of the goal this winter – to take gold.

Join the golden journey through guldkranen.fmmattsson.com, Facebook, Instagram or live.

Johan Molin, brand manager FM Mattsson
+4670-573 27 73
johan.molin@fmm-mora.com

About Us

FM Mattsson Mora Group conducts the sale, manufacture and product development of water taps and related products under the strong, established brands of FM Mattsson, Mora Armatur, Damixa, Hotbath, Aqualla and Adamsez. The group's vision is to be the customer's first choice in the bathroom and kitchen. In 2020 the business generated sales of more than 1.6 billion SEK from its companies in Sweden, Norway, Denmark, Finland, Benelux, UK, Germany and Italy and had c. 550 employees (figures adjusted for the acquisition of Aqualla Brassware Ltd in February 2021). FM Mattsson Mora Group is listed on Nasdaq Stockholm.

Image Attachments

Sebastian Samuelsson

Golden mixer and Sebastian Samuelsson

Golden mixer

Polishing of the golden mixer

Attachments

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