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Every part matters – MEKO launches its own brand in new markets for price-conscious customers

MEKO launches the brand “Every part matters” in seven new markets to meet the growing demand for products in lower price ranges. Following a successful introduction in Poland, the expansion strengthens MEKO’s portfolio of own product lines and makes the offering more complete across all markets in the Group.

Exclusive brands are a prioritized growth area for MEKO. In May 2025, the company established a dedicated division to meet the growing demand for product lines under ProMeister and Carwise – popular brands among car owners and workshops in the premium and mid-price segments.

At the same time, MEKO has built up the successful brand “Kraft – Every part matters” in Poland, catering to demand for tools and spare parts of solid quality at competitive prices – a segment that has grown significantly in recent years.

In response to this development, the brand is now being streamlined under the shorter name Every part matters, and launched in Sweden, Norway, Finland, Denmark, Estonia, Latvia and Lithuania. The expansion will be leveraged cost-effectively through MEKO’s existing logistics and distribution network.

“This is the right step at the right time. Every part matters is the answer to what many customers are looking for – whether they are do-it-yourselfers or workshops in need of reliable spare parts and tools that get the job done in every situation. Our experience from Poland shows that Every Part Matters works very well, and this strengthens MEKO’s offering in a more price-sensitive segment that is strategically important,” says Henrik Pettersson, Director of Exclusive Brands at MEKO.

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About MEKO

MEKO’s vision is to enable mobility – today, tomorrow, and in the future. Our aim is to be the most comprehensive partner for everyone who drives, repairs, and maintains vehicles in Northern Europe. We are the market leader with a presence in eight countries, 600 branches, and 20,000 workshop customers, including 4,500 workshops operating under our own brands. Our wholesale and workshop brands include Mekonomen, MECA, Balti Autosaad, BilXtra, FTZ, Fixus, Inter-Team, and Sørensen og Balchen – among many others.