

New MD of Thebalux Holding B.V.

As of 1 August 2026, Olaf Koning will become the new CEO of Thebalux Holding B.V.

Olaf brings broad experience from several industries and joins us most recently from the role of General Manager at Reconext in Zoetermeer, where he successfully led a business in the circular economy and reuse sector. Prior to that, he was Managing Director Benelux at Versuni (formerly Philips Domestic Appliances) and has a solid background within Philips, holding several leadership roles across Europe, Asia and Africa, including Managing Director in Switzerland and in Northeast Africa. We look forward to continuing to develop Thebalux Holding under his leadership.

I warmly welcome Olaf to Thebalux Holding and Svedbergs Group. With his experience, he can contribute new perspectives and ideas to our operations. At the same time, I would like to extend my sincere thanks to Jeroen Hoetink, who is stepping down as MD after a long and successful career with the company. Jeroen has been employed since 1 September 1990 and has played a crucial role in Thebalux's development and growth throughout these years.

During the transition period, Jeroen will remain available in an advisory capacity to ensure a smooth handover and continued continuity of operations. We are grateful for his contributions and dedication over more than three decades and wish him all the best for the future.

For further information, please contact
Per-Arne Andersson, CEO, +46 706 38 50 12

About us

Svedbergs Group is a long-term investor in Europe's strongest independent companies that design, manufacture and market sustainable bathroom products and services. We are growing through organic growth and acquisitions that complement and strengthen our group through new product categories, geographic spread and new knowledge in marketing, innovation and sustainability. We create value by sharing each company's unique expertise with the rest of the group, and we care about maintaining the entrepreneurial drive and commitment of the companies. We call this cooperation without confusion.