

## Press release

# ITAB awarded MEUR 20 contract for roll out of new shop-in-shop concept in European reseller network

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**ITAB Group has signed a framework agreement with a world leading manufacturer of window coverings for the roll out of a new shop-in-shop concept in some 900 stores in their reseller network throughout Europe. Although there are no minimum commitments, the implementation is currently underway, and the total value of the contract is estimated to be at least MEUR 20 over four years.**

A leading manufacturer of window coverings has chosen ITAB Group as their partner for the roll out of a new shop-in-shop concept in some 900 home improvement retailers in their reseller network. Under the framework agreement, ITAB will manufacture, deliver, and install shopfitting and signage solutions throughout various European countries such as Norway, Sweden, Denmark, Netherlands, Belgium, and France. In addition, ITAB has developed a digital platform for a full asset management solution that gives the customer full visibility and control of their shop-in-shop roll out program, planning and maintenance in each respective country.

"ITAB continues to be recognized by our customers and I am proud of the efforts behind this contract by our team that has collaborated with the customer to define the right solutions aiming to consistently delivering the customer's vision through their reseller network," says Andréas Elgaard, President & CEO of ITAB Group.

The total value of the products, systems, installation, and other services under the framework agreement is estimated to be at least MEUR 20 over four years, and the first installations are currently underway.

Jönköping, 4 September 2024

### **ITAB Shop Concept AB (publ)**

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*This is in all respects a translation of the Swedish original press release. In the event of any discrepancies between this translation and the Swedish original, the latter shall prevail.*

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