



IDÉ House of Brands Acquires Wackes AB Creating Europe's Largest Product Media Distributor



The Norwegian family-owned Product media company IDÉ House of Brands has signed a Letter of Intent (LOI) to acquire Swedish-based Wackes AB, marking a major milestone in the European product media industry. Upon completion, the merger will establish the largest product media distributor in Europe.

With operations already spanning in all Nordic countries, the acquisition of Wackes AB will significantly strengthen IDÉ House of Brands' presence in Sweden and lay a solid foundation for continued expansion across Europe.

"This acquisition is made with both heart and mind," says Lasse Lauritzen, CEO of IDÉ House of Brands. "Wackes is a company we have always held in high regard. We share similar ways of working, and both companies place customer relationships at the core of everything we do. This merger will secure and safeguard the future for our customers, employees, and partners."

The merger reflects a shared commitment to innovation, responsible sourcing, and delivering value to customers and stakeholders across the region. It also reinforces the companies' joint ambition to lead the way in sustainability, product safety, and secure supply chains.

"IDÉ House of Brands is the ideal partner for shaping the future of our company. Our main shareholders will continue to play an active role and reinvest in IDÉ House of Brands," says Thomas Davidsson, CEO of Wackes.

The transaction is expected to be finalized in December 2025, subject to customary closing conditions.

About Wackes

Wackes was founded in 1983 in Borås, Sweden. Our ambition was, and still is, to provide high-quality promotional items and product media services to large and mid-sized companies and organizations. The products and services that we provide strengthen our customers' brands. Wackes has grown and expanded our operations and customer base over the years. We now have offices in Borås, Gothenburg, Malmö, Stockholm, Helsinki, Oslo and Shanghai.

About IDÉ House of Brands

IDÉ House of Brands is the Nordic region's leading supplier of Product Media to the corporate market. IDÉ House of Brands has 35 years of experience with concept development, design, production and logistics of Product Media and delivers total concepts within uniform / workwear, gifts / internal strategies / HSE, campaign and profiling products, mass concepts, large format, office supplies and printed matter.

For more information, contact:

Lasse Lauritzen
CEO, IDÉ Group
lasse.lauritzen@idegroup.no
+47 90 03 55 33

Thomas Davidsson
CEO, Wackes
thomas.davidsson@wackes.com
+46 (0)708 99 85 11