

20180109

Press release//Steady increase for Arom-dekor Kemi AB during 2017.

## Steady increase for Arom-dekor Kemi AB during 2017.



Chemicals company Arom-dekor Kemi AB, which has its manufacturing and head office in Lockryd just outside Borås, is developing and growing steadily.

*"During 2017 we have seen an increase of between 20 – 25% on our largest products, some of which are AdBlue® and AdProLine® Washer fluid, which we are very proud of. Of course, this is part of our strategy, which means that we are committed to gaining more market share, but also a result of the purposeful environmental work we carry out. At the end of 2016, AdProLine® Washer fluid was approved as a Good Environmental Choice (Bra Miljöval), which is the Swedish Society for Nature Conservation's (Natursk yddsföreningen) own label that indicates which products are least harmful to the environment. I think that some of them have now proven themselves in 2017, as our customers are becoming ever more environmentally conscious and are choosing environmental alternatives, if it is possible to do so without sacrificing on quality".* Says Christian Lundell, CEO and shareholder.

*"Another aspect that we are actively working on is our website and its ordering features. We want to make the whole process as easy as possible for the customer. Nearing the end of the pipeline right now is the launch (expected in early February) of a media bank, where customers can download high-resolution product images etc",* Christian continues.

### Press contact

Madeleine Olsen

Market Communication Manager

madde@aromdekor.se

Phone +46 (0) 706 - 36 40 34, +46 (0) 320 - 605 00



Arom-dekor Kemi AB

Europavägen 1

SE-512 91 Sexdrega, Sweden

Phone +46 (0)320-605 00

info@aromdekor.se

www.aromdekor.se