



VICTORINOX

PRESS RELEASE

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New distributor in Scandinavia for Wenger Travel Gear

The new partnership between Victorinox and the Swedish distributor Isolda underlines the brand's commitment to invest in Wenger's international presence. Isolda will now distribute Wenger's Business Gear products across Denmark, Finland, Norway and Sweden. Aiming at business travelers, the focus will be on consumer electronics and office supply stores.

Isolda is already Wenger's number one customer in the Nordics. "Our goal is to establish a strong footprint in Nordic markets and become their leading mass market supplier for business gear," states Mr. Carsten Kulcke, CEO, Wenger Travel Gear. "We are convinced that Isolda is the perfect partner to achieve this, thanks to its strong distribution networks and excellence in brand building."

"Indeed, we are eager to develop the business for Wenger Travel Gear and proud to partner with a global market leader representing product excellence and long tradition," comments Mr. Marcus Andersson, CEO, Isolda, "We have great respect for the up-to-date products whose functionality and reliability offer immense appeal to the Scandinavian customer."

Amongst these products are business trolleys, laptop bags, business backpacks, messenger bags and business bags. Every piece is characterised by well-designed functionality, the highest-quality materials as well as refined details such as waterproofing, security compartments and scratch-resistant lining. Each one is a testimony to the brand's passion for quality, precision and outstanding craftsmanship.

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Wenger Travel Gear

This is the ideal companion for anyone who travels professionally or for leisure, enjoys an active lifestyle and therefore values style and reliability. Whether a business trolley, laptop bag, messenger bag, sports bag, suitcase or backpack – every piece of Wenger travel gear is characterised by well-designed functionality, the highest-quality materials as well as refined details such as waterproof base, quick access pockets or scratch-proof lining. The robust but light weight design with detailed lining, well-built, multidirectional rollers, safe grips and straps as well as stable telescopic systems ensures the greatest comfort levels and meets the needs of even the most demanding cosmopolitan travellers.

About Isolda

Created in 1988 and part of Ambia Trading Group, Isolda AB is a Nordic distributor and general agent with offices in Göteborg, Stockholm and Oslo and with a logistics hub in Jönköping. Isolda focuses on technological products for the consumer market as well as business and office products. The products are sold through a network of over 3000 resellers.