



DALEMA

Artificial plants



Interior



Packaging



Property



Sports



Furniture



Leisure



Handmade glass



Yarn





Ownership // Dag Leo Martinsen

Startup in the home garage at Hinna with imports and wholesale

More than 30 subsidiaries in Norway, Sweden and Denmark

Involved in import, wholesale, retail, industry and property

Retail chains: Kremmerhuset and Feel

33,1 % shareholder in Homeco AS, the owner of Cervera, Kitch'n, Tilbords and Magnor.



"It has been a long journey from the garage to where I am today, from the time when I did everything myself, to now, with professionals and own departments for IT and finance. I think I have more than 30 companies, with subsidiaries and ownership companies.

All in all, it has gone well. You miss something, that's business, but I usually say that I have hit a little more than I have the beam."



Dalema has a large and efficient distribution network. Several major business parks are strategically located in the south of Norway, Sweden and Denmark. This provides a quick and efficient distribution of products to our stockists.

2,1 bil	3,6 bil	200.000 m²	5000
TOTAL TURNOVER Dalema Group	TOTAL TURNOVER Home Brands retail chain	WAREHOUSE/ OFFICE SPACES	ANNUALLY IMPORTED CONTAINERS

Today's activities demand a great deal of precision in quality monitoring, stock handling and logistics, and the group is therefore represented with companies as close to the place of manufacture as possible; in China and Malaysia respectively.

The Dalema Groups business areas



Artificial plants

Whether it's the bare simplicity of it, the lack of interest or the lack the green fingers, – artificial plants have come a long way and never looked better.



International trade

Our offices in Malaysia, China, Vietnam and India strengthen communication and quality through the production and logistics processes.



Yarn and Knitwear

Can you imagine the creativity and skill all around! We are a proud leading supplier of hand knitting yarn and accessories in the Nordic region.



Packaging & gift wrapping

Packaging and profile packaging, flower and bindery items, as well as jars, vases and interiors.



Jewelry / Bijouterie

Women love jewelry and for many of them it's a statement. We provide handmade statements in limited editions for the modern woman.



Business parks

We have strategically placed ourselves in ideal locations in the southern part of Norway and in Sweden and Denmark to ensure better logistics and a high efficiency.



Home & Garden

In this wide-range business area, we make sure to supply the right trends and inspiration to have you covered. From any room in the house to the beautiful garden.



Retail

From the wide range of interiors, gifts and inspiration, you will also find the very detail-oriented hand craft of the Bunad, Norway's traditional folk costumes.



Sport and Leisure

The outdoors is being used now more than ever. Either it's sports, recreation, hunting or gifts, you will find a wide variety here.



Foodstuff

Not just stuff, but high-quality foodstuff for an ever more acquired taste palette which we aim to please.



DALEMA

Admin & Operations

Opal Operations (Far East)

Dalema Logistic (Nordic)

Home & Garden

Consilimo

Edelweiss

Serviteur

GUS design

Lauvring

Lene Bjerre

Mr Plant

Martinsen

Holmen

Easy Living

Packaging

Consilimo/
Serviteur

Sport & Leisure

Ultimate Nordic

Ultimate Bikes

Brusletto

Tempo Trading

Yarn & knitwear

House of Yarn

Dale Garn

Du Store
Alpakka

Gjestal

Spinneriet
(Outlet)

Retail

Feel

Kremmerhuset

Outlets

Investment

A&C Oslo (100%)

Amundsen (50%)

Embla Bunader
(34%)

Homeco (33,3%)

Kitch'n

Tilbords

Cervera

Home Brands

Magnor
Glassverk

Property

Bryne

Gjestal

Hensmoen

Jevnaker

Veveriet

Åndalsnes

Vildbjerg
(Denmark)

Øra

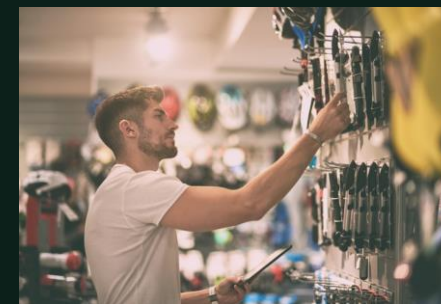
Tidaholm

Sports, Leisure and Industry








































Ultimate Nordic AS was established back in 1928 under the name of Trygve Alm, and our goal is to be a strong and solid brand owner and brand distributor in the Nordic market. Ultimate Nordic also aim to offer one of the top three leading brands within the segments they offer products.

Ultimate Nordic emphasizes professional knowledge and training within the products they distribute to retailers in the Nordic countries and will continue to invest in order to be in the forefront when it comes to service, logistics and product mix.

«ULTIMATE NORDIC



ultimatenordic.no

Bike Business	Nordic and Hiking	Team Business	Hardware	Accessories	Outdoor and Textile	Ski	Running
							
							
							
							
							
							

Brand Investments Ultimate Nordic



BRUSLETTO

Tradition and quality for more than 122 years. Brusletto & Co.'s history goes all the way back to 1896 when Rognald Brusletto started up as a knifsmith and scythe maker in Geilo.

Today Brusletto & Co AS produces high quality sport and camping knives. Our knives are an important tool whether you are hiking or hunting and fishing.

www.brusletto.no/.se



NORDICGRIP

Nordic Grip is a leading innovator of fall prevention equipment for use in the winter. At Nordic Grip, we know that we can save people from falling on ice and snow. We create modern and fashionable fall-prevention equipment that have revolutionary application areas and can be used both outdoors and indoors.

www.nordicgrip.no



SPORTDOC

sportquip

SPORTDOC, the premier sports medical brand in Sweden. SPORTQUIP, the premier sport accessories brand in Sweden. SPORTDOC and SPORTQUIP whose vision is that all athletes at all times can perform at the peak of their potential: Injuries should not stand in the way!

SPORTDOC and SPORTQUIP is proud official supplier to Sweden's national teams in Football, Cross-country skiing, Biathlon and Orienteering.

www.sportdoc.com



Hällmark

Hällmark is a Swedish brand for classic outdoor frying pans and accessories of the highest quality. The products are developed to give you a safe and secure use and the best taste experience no matter where you are. The outdoor frying pans can be used in many ways, e.g. over an open fire, on the grill or over a gas burner.

www.hallmark.no/.se



Orack is a leading player in team clothing for clubs, companies, events and groups of friends within the categories cycling, cross-country skiing, running and triathlon

Real craftsmanship is fascinating. It requires time, knowledge and precision. We at Orack know the importance of this when it comes to the production of clothing, and here we think we can create the little extra that is required to be the best.

www.orac.no

Hand knitting yarn and accessory equipment

House of Yarn is the leading supplier of hand knitting yarn and accessory equipment in the Nordic countries.

Our brands Dale Garn, Du Store Alpakka and Camilla Pihl Yarn are distributed through specialist stores and web shops, while the brand Gjestal Garn is distributed in general chain stores. It is our aim to create added value for our customers. The collections are targeted at the tourist market, as well as the sport and leisure segment.

All production is in accordance with EU's REACH-regulation. Our producers and suppliers are subject to ethical demands through Ethical Trading Initiative Norway, IEH.



houseofyarn.no

HOUSE of YARN

KnitPro
FOR THOSE WHO LOVE TO KNIT

**m
ju**_K

HOUSE of YARN
CAMILLA PIHL

HOUSE of YARN


DU STORE
ALPAKKA
HOUSE of YARN


GJESTAL
GARN
HOUSE of YARN


DALE
GARN
HOUSE of YARN

Furniture and interior

Martinsen is one of Scandinavia's leading suppliers of furniture, garden furniture and home accessories. Our intention is that you can combine our products to create a number of interior and furniture styles from our brands Holmen, Easy Living and Martinsen. Martinsen serves the Scandinavian market from our sales offices in Norway and Sweden with showrooms in Jevnaker Norway and Tidaholm Sweden.

Our range is thoroughly composed and durable in more than one way. The production complies with various regulations, produced with care and consideration for both the environment and the people who produce them.

Our customer base ranges from small independent stores to some of the largest retail chains in Scandinavia.

martinsenco.no




MARTINSEN

Our Brands:



Artificial plants

Mr Plant is one of Europe's leading suppliers of artificial plants, flowers and trees. We offer a complete package of high-quality products and accompanying accessories and are a secure business partner with a high level of service.

Thanks to a wide range, which we renew seasonally, and ambitious stock keeping, we can deliver the right product on time all over the world.

Mr Plant has its head office and showroom in Tidaholm, Sweden, and is also established in Norway, Denmark, Finland, Belgium, The Netherlands, Luxembourg, Italy, France and Spain. The company was founded in 1988 and is part of Dalema corporate Group.

mrplant.se



Decorations and interior

Consilimo was founded when Serviteur and Edelweiss was fused to one company, in January 2020, bringing with them more than 40 years of experience as complete suppliers of packaging, accessories, interiors and decoration to both retail stores and the florist industry.

In July 2020 the Swedish brand GUS Design also became a part of the family and from 2021 all of our florist supplies, both in packaging and tools/accessories for florists is marketed and sold under the brand name Blooms. We are a reliable business partner, offering a wide range of high-quality products and a high level of service.

consilimo.no



CONSILIMO



EDELWEISS*  serviteur

GUS
DESIGN

Blooms



LAUVRING

Home and garden

Lauvring, Denmark, has a vision to become a significant supplier of unique products and strong concepts to retailers in the green industry such as florists, garden centers and gift shops.

Lauvring aims to be more than just a supplier. We regard our customers to be partners in our endeavors to hold a strong position among consumers. Thus, we develop our products for a wide variety of customers and not only for the few.

Lauvring is based in Herning since 1987 and has a long tradition of travelling the world to find inspiration and materials, as we Scandinavians have done for ages.

Lauvring covers a wide range of products by means of two annual collections – from glass vases, ceramic pots, decorative items, outdoor pots, floristry products, small furniture and baskets to lanterns.



lauvring.dk

Decorations and interior

Lene Bjerre is a danish interior brand with a keen eye on quality and sustainability. The identity of the brand is created by the people behind it, the love for good craftsmanship and designs inspired by nature. They believe that every detail, colour and shape has a story to tell and in the end is what turns a house into a home.

The tradition for merging handicraft with design, and trends with tradition gives Lene Bjerre the ability to create collections that mix and match in style and colour with earlier collections and contrasting styles making the Lene Bjerre brand a more sustainable brand. "We believe strongly in creating items in high quality and a classic look giving each item a long life. This is important to us as we are not believers of a "buy-and-throw-away-culture"".

Today Lene Bjerre Design A/S is represented in large parts of the world. Where in the beginning our home market was the largest, today it is the smallest - but still an important market to us.

lenebjerre.com



Coffee, tea and tasteful treats

Amundsen Trading is an importer and distributor of coffee, tea and other tasteful treats such as truffles and chocolate. Amundsen Trading is the sole distributor in Norway of brands such as Whittard, Generous, Breckland Orchard, Cottage Delight and Brew Tea.

In addition to being a distributor, Amundsen Trading also owns six retail stores under the brand name Amundsen Special where you can enjoy a full range of products or relax with a fresh cup of Amundsen coffee.

Amundsen Trading was founded by Trond and Eva Amundsen and has grown rapidly since the start of the company in 2009. Amundsen Trading head office is in Haugesund and hosts management and distribution.

amundsenspesial.no



Fashion jewellery

A&C Oslo is the leading brand of fashion jewellery in the Norwegian market. Our jewellery is designed in Norway with passion for details – inspired by Nordic living. Our jewellery is handmade of the best materials.

All our standards comply with international standards for health and environment. We focus on ethical trade and quality throughout the entire value chain.

The brand is distributed via 300 retailers in Norway and sold internationally to Sweden, Denmark, Iceland, The Netherlands, Estonia, New Zealand, Australia, Canada, and USA.

A&C Oslo's head office hosts design, marketing, sales, distribution, and management team.



NORDIC DESIGN JEWELLERY





Gift and interior

Feel is a gift and interior concept with 45 stores throughout Norway. Our product mix consist of kitchen accessories, tableware, decorative items, home textiles, gifts and seasonal products. We offer self-developed products and designs, combined with reputable brands and suppliers.

Along with affordable products, we strive to give our customers ideas and inspiration to what decorative environments they can create at home. In a Feel-store, you will always find a timeless base-range in addition to season-based products and trends.

The first Feel store opened its doors in Bryne early 1992. The product range was wide and large, but although the products and visual appearance of the stores has changed a lot since then, the original vision of offering high quality products at affordable prices, along with inspiration and great customer service, has remained.



feel.no

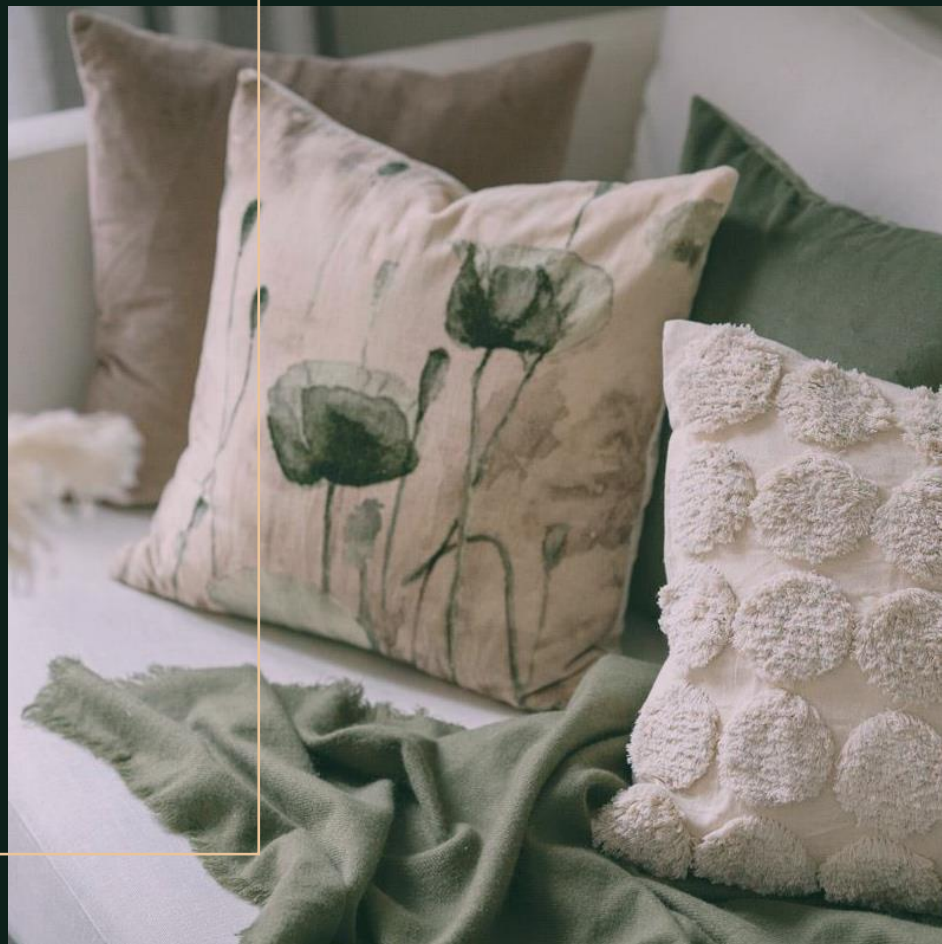
Interior concept

Kremmerhuset is an interior concept with 62 stores in Norway, and opened its first store in Trondheim in 1979. The concept consists of in-house developed products in combination with strong brands that are put together in an inspiring environment. Kremmerhuset is known for being good at details. For customers it should be easy to "refurbish" without having to touch a paintbrush.

Kremmerhuset is a seasonal interior trend concept. There is news every week throughout the year, and we have dedicated employees who work to create interior happiness in stores and online every day. Kremmerhuset works with a warm Nordic style with some surprising elements, to ensure that the customer always finds something for themselves or something to give as a gift.

Kremmerhuset products are mainly made in Europe and Asia. We use natural materials such as cotton, wool, iron and wood in our products. As a company, we constantly work with product development and sustainable production.

Kremmerhuset
INSPIRASJON | GAVER | INTERIØR



kremmerhuset.no

Privat Label partner for customers in Scandinavia

Do you need help with production and follow-up of your "Private Label" products from Asia? We are a professional Norwegian trader with over 25 years of experience as a "Private Label" partner for our customers in Scandinavia.

We take care of the entire process from idea to finished product and ensure that all goods are produced in a proper way and adapted to the laws and regulations that apply in the markets where the goods are to be offered.

Through our own setup in Asia, we have 40 local employees who work with everything from sourcing, quality assurance, supplier control, graphic design & photography and logistics.

Whatever product you want, there is almost no limit to what we can deliver. And if it doesn't exist, we can try to create it together!

tempotrading.no

 **Tempo**
Trading



We bring the Far East to your doorstep

Opal East Trading Co., LTD is an international trading company specialized in production of quality goods from Asia.

We have been trading and building marketing experience for more than 15 years. Offices have been set up in China, Malaysia, Vietnam and India to strengthen the communication and quality throughout the entire process, to meet the customers demand and requirements.

We take pride in our high reputation for good quality, reasonable prices and fast delivery to our customers. Opal East Trading is your reliable business partner



opaleast-trading.com

Development, production and sale of goods for the home

Homeco is a trading group that develops, manufactures and sells goods for the kitchen, table and home, and consist of the companies Kitch`n, Tilbords, Cervera, Home Brands and Magnor.

Our store chains are the Nordic region`s largest player for quality products in kitchen equipment and interiors, with a total turnover of NOK 2,6 billion in 2021.

Dalema has 33,1% ownership in Homeco.

Homeco



homeco.no

Organization

3 chains + importer/distributor



Homeco

Kitch'n

147 stores
and online store
in Norway

24 stores
and online store
in Sweden

Cervera

68 stores
and online store
in Sweden

Tilbords

69 stores
and online store
in Norway

Kitchen and interior

Our first store was opened in 1996 under the name "Bjørns Glassmagasin". In 2002 our stores were renamed Kitch'n. Since then, the concept has grown in a rapidly increasing pace, counting 141 stores in Norway and 16 in Sweden. In addition to physical stores, we have online stores in Norway and Sweden.

We are a professional retail store in kitchen equipment supply with focus on trademarks with a strict assortment of goods. Our vision is to be «No.1 in kitchen retail», and to help our customers be no. 1 in their kitchen.

Kitch'n is a specialist shop with well-known brands at competitive prices / offers. The chainstore concept is run out from a small head office with an effective chain structure and with great decision-making ability.



kitchn.no

Decorations and interior

Tilbords has gathered people around the table for over 40 years. People come to our stores when they are gift shopping, having people over for breakfast, dinner and parties. The products are a mix between well-established and trending brands, combined with a unique own-brand composition of high-quality products to a reasonable price

Today, Tilbords offers inspiring and tempting products to the Norwegian people's kitchen and home and consists of over 70 concept stores together with our online shop.

The gathering around the table is so much more than just the food. It's life that takes place around the table. Welcome at the table – Tilbords!

tilbords.no



TILBORDS



Cervera

High quality and competence

Cervera, founded in 1987, is a leading Swedish retailer with a nationwide network of 70 premium stores across Sweden, together with an online store.

Cervera is a strong brand name associated with high quality, competence and a first-class customer service highly appreciated by customers, as proven by strong Trustpilot scores. Cervera is ideally positioned to capture the increasing demand for an omnichannel customer experience. Rapidly growing online channel on the back of an efficient marketing strategy.

cervera.se



The largest supplier of kitchen and interior items in Scandinavia

Home Brands is an import and distribution company being the largest supplier of kitchen and interior items in Scandinavia. Main office in Bryne (NO) and office with showroom in Oslo (NO), office in Stockholm (SE) and in Guangzhou (CN).

Home Brands will have a turnover of approximately MNOK 700 / MEUR 70 with 50/50 own brands and distributed brands.

Customers are in the mid to high range – Kitch'n, Tilbords, Jernia, Feel, Bohus, Vinmonopolet, Illums Bolighus and Cervera. Brands that we own and design is Magnor, Modern House, SABOR, Stiernholm and Anders Petter.

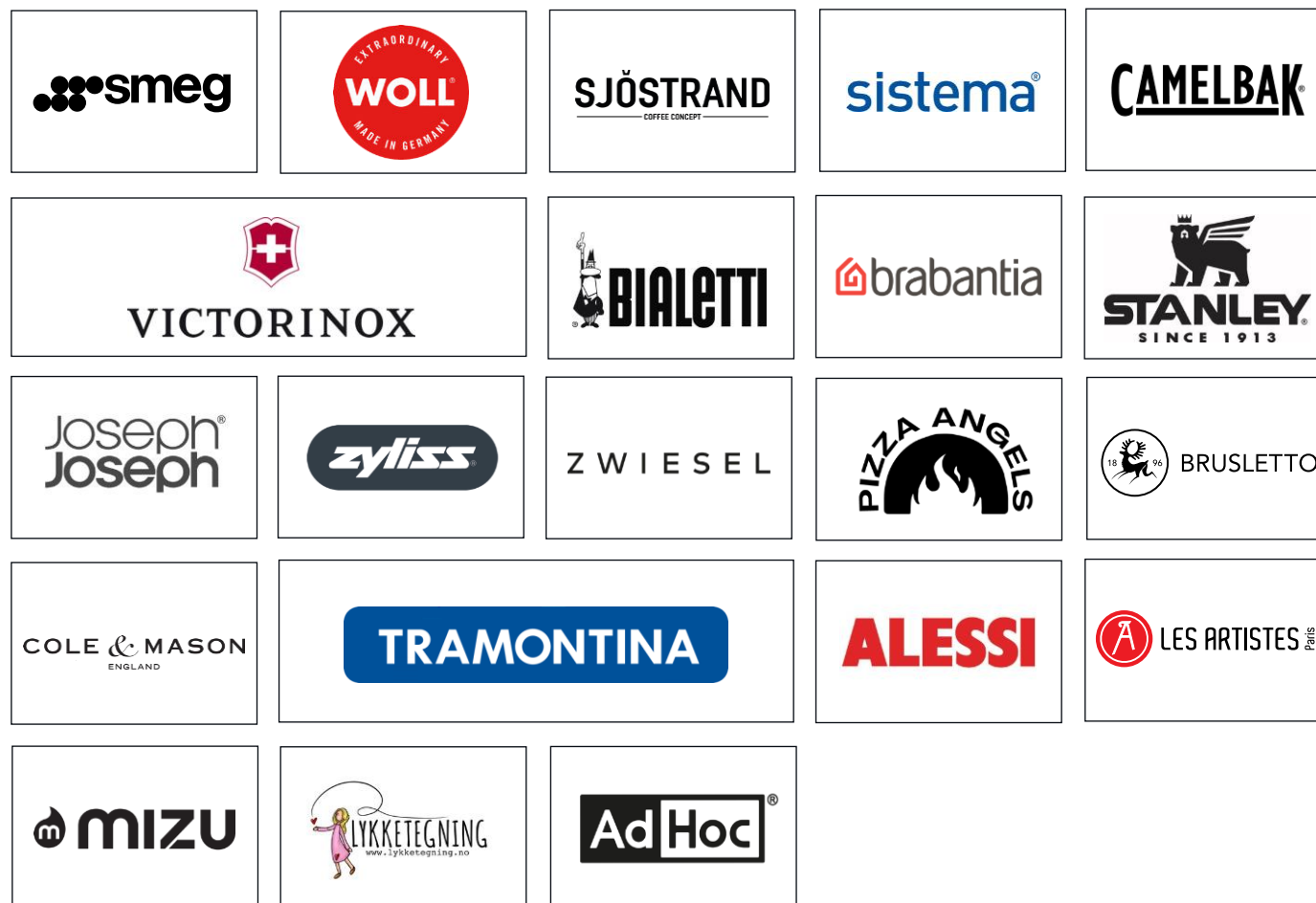
homebrands.no



Home brands



Distributed brands



Scandinavian design since 1896

Situated in Norway, only 3 km from the Swedish boarder, we create Scandinavian magic from fire and sand.

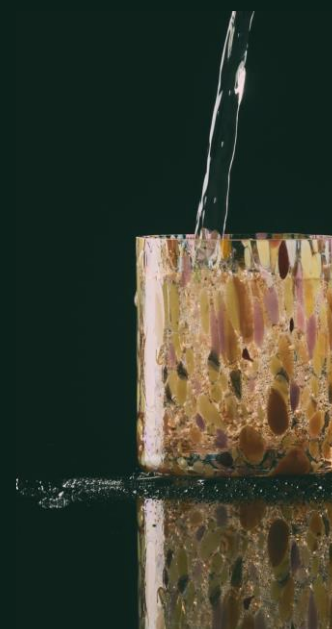
Magnor Glassverk was founded in 1896. We are proud of our history yet dedicated to remaining an innovator in the industry. Each year we launch two new collections, collaborating with some of the best designers and artists in Norway. We want to create glass and crystal that will generate happiness, enthusiasm and pleasure for generations. All of our glass products are handmade with great care and affection by skilled craftsmen.

At Magnor Glassverk, we have a factory outlet which is open all year round. In the glass hut, you can see glassblowers in action on weekdays. In the summer you can choose to blow your own glass or buy factory seconds at affordable prices. In Oslo, you can visit Magnor Brandstore where you will find the entire first quality Magnor Collection on display and for sale.

magnor.no



MAGNOR



Tailor and retailer

Embla bunader is a tailor and retailer of Norwegian traditional folk costumes. The company has been a proud bunadmaker for 20 years and delivers 30 different styles from different regions in Norway.

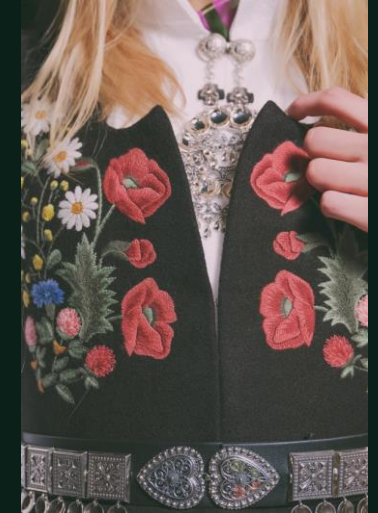
All bunads are handmade, and the company is known for its unparalleled product quality, the embroideries and the men's exquisite tailoring. The bunads are made in Thailand with Norwegian wool.

We have great respect for manufacturing of traditional designs and patterns, but we also love to innovate. Culture is not a frozen picture; it evolves over time.

We have made our own bridal crown, festdrakt, shirt collection and a wide range of accessories. Embla shall always lead the way and be the best source of inspiration in the industry.

Embla embrace people of all colours and dispositions. The bunad is for everyone that feels Norwegian. We are an ethical conscious employer.

emlabunader.no





Property

The Dalema Group has 200.000 m² warehouse/office space at its disposal in business parks strategically located several places in the southern part of Norway, and in Sweden and Denmark.

With an annual import of about 5.000 containers, this provides a quick and efficient distribution of products to our stockists.

dalema.no



BRYNE NÆRINGS PARK



ØRA NÆRINGS PARK



ÅNDALSNES NÆRINGS PARK



ØST NÆRINGS PARK



ØST NÆRINGS PARK II



GJESTAL NÆRINGS PARK



VILDEBJERG NÆRINGS PARK



TIDAHOLM NÆRINGS PARK



HAAKON 7. GATE



LURAMYR



VEVERIET



NIBE



BJØDNABEEN



HENSMOEN



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