



# Press release

## New managing director in Sagaform

Sagaform AB, which is a subsidiary of New Wave Group AB (publ), has recruited Magnus Edgren as managing director.

Magnus Edgren most recently was the sales manager of NOLL7NOLL AB. Before that, he has been the area manager of south Sweden of GEAB thephonehouse AB.

Magnus Edgren will assume his post 30 July 2001.

Borås, 5 July 2001

**New Wave Group AB** (publ)  
Torsten Jansson

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### The New Wave Group in Brief

*New Wave is a clothing company that creates, acquires and develops brands in the leisure industry. New Wave operates in two business areas; in the corporate profiling market, selling to independent profiling companies, and the retail market, selling mainly to sportswear retailers. By operating in both of these market sectors, the Group achieves co-ordination advantage and a better risk spread. The Group's best-known brands are Clique, Craft, Grizzly, James Harvest Sportswear, New Wave, Printer Active Wear and Pax.*