

*Elanders strengthens its positions in the segment Industry and Trade by establishing the company in Uppsala*

**Elanders Tofters AB in Östervåla has signed an agreement with LOGG Grafiska i Uppsala AB and TK i Uppsala AB to takeover customer contracts and with Tryckjouren i Uppsala AB concerning delivery of digital print production as part of our strategy to further our position in the important market in the segment Industry and Trade in the Uppsala region. Elanders Tofters will hire seven employees for its new operations in Uppsala. This new business is expected to increase Group turnover by some MSEK 20 this year but should not affect Group profits.**

The agreement allows Elanders Tofters, which is specialised in broad solutions for large industrial and commercial customers, to establish a vital local presence in Uppsala. The region contains a substantial number of existing and potential customers that can rationalise their information processes through Elanders' integrated services. In addition to printing these services comprise publishing and ordering systems, logistics and more.

"Developments have rushed forward the past few years. The investment we at LOGG Grafiska i Uppsala made in comprehensive solutions that also include IT-solutions with ordering systems as well as storage and distribution services, has proven to be right on the mark. The response to our tailor-made total solutions has been tremendous while at the same time we have seen the need for both economic strength and extensive human resources in order to further develop this kind of comprehensive concept," states Bo Pettersson, major owner of the LOGG Group. "I have chosen this alternative in order to insure a continued positive development of existing customer relations and the future for many of my co-workers in a tough branch. Through the resources at Elanders Tofters and in the Elanders Group, I believe we will see the concept we have created escalate in existing but also completely new customers in the region," continues Bo Pettersson.

"Our companies have the same perspective on customer relations, products and services. The fact that we can employ people who consider it a challenge to become part of our organisation is also very important. I certainly hope that all of LOGG Grafiska i Uppsala and TK i Uppsala customers will feel welcome at Elanders Tofters. I can promise that we will do our best to maintain our high customer service level and work hard to further broaden it," says Tommy Ekström, CEO at Elanders Tofters AB.

Elanders Tofters AB is primarily active within the segment Industry and Trade and is a leading supplier of modern solutions for publishing product information to large industrials and commercial companies in Sweden. The segment Industry and Trade is a prioritised segment at Elanders and this agreement is consistent with the Group's ambition to strengthen its positions in the segment. Establishment in Uppsala entails hiring seven new employees there and is expected to increase Group turnover by some MSEK 20 this year but should not affect Group profits.

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*Elanders AB (publ) is the leading Nordic infomedia company and provides publication solutions for any kind of information. Elanders offer individual solutions for the entire value chain in the publishing process through its comprehensive concept Master Vendor. Turnover in 2003 was approximately MSEK 1 700 and including our subsidiaries in five countries we have about 1 400 employees. The company is listed on the Stockholm Stock Exchange O list. For further information, please see [www.elanders.se](http://www.elanders.se)*