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Duni chooses Adera for its new global website

The Duni Group has signed an agreement with Adera for the development of a global website and separate sites for each of Duni's four business areas. Initially, the contract will provide work for eight to ten employees, beginning in December.

Duni is a world-leading company that designs, manufactures and markets complete solutions, concepts and products for a well-laid table. Eighty percent of the company's operations are in the B2B area. The main challenge of the project lies in the fact that Duni's four business areas focus on totally different target groups, and the fact that the world-leading Belgian company Dester ACS, acquired during 1999, must be integrated with Duni's other operations.

"It was not exactly by chance that we chose Adera," says Jens Tångeberg, head of corporate communications at Duni. "We were looking for a partner that already had a presence elsewhere in Europe and could provide expertise in the communications area, as well as advanced technical know-how."

Adera, which was rated number one in Sweden and number three in Europe in a recently published customer survey, sees the benefits of being present in the most important European markets when it comes to serving international customers like Duni.

"We have already started working with Duni and have discovered a highly professional international company with an impressive level of know-how, particularly in design, development of concepts and logistics. "We anticipate being able to launch Duni's new global website during the first half of next year", says Helena Håkansson, who is responsible for the Duni account at Adera's office on Drottninggatan in Stockholm.

Adera AB (publ) generates business value for customers by combining areas of expertise critical for success based on the new business logic: strategy/business development, marketing/communications and IT/Internet. Adera currently consists of around 600 employees and has offices in Stockholm, Gothenburg, London, Amsterdam, Antwerp, Munich, Copenhagen, Malmö, Oslo, Ljungby and Värnamo.

Adera shares are listed on the O-List of the OM Stockholm Exchange, Attract 40.

Duni is a world-leading consumer-products company that designs, manufactures and markets complete solutions, concepts and products for a well-laid table. The Duni Group has operations in more than 20 countries, with sales representation in another 20 countries. In 1999, Duni had sales of SEK 5.5 billion, with some 4,000 employees.

For more information, visit our website: www.aderagroup.com or www.duni.se

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