

Pergo AB appoints Göran Bernhoff as CEO

Pergo AB, the global laminate flooring leader, today announced that it has appointed Göran Bernhoff as chief executive officer, currently the CEO of well-known Swedish camera manufacturer Victor Hasselblad AB. Mr. Bernhoff's employment is set to commence as permitted by contractual arrangements with his current employer. Mr. Bernhoff succeeds Raimo Issal, who will serve as a consultant on technology and product innovation issues.

Chairman of the board, Bertil Villard, commented: "We are delighted to announce that Mr. Bernhoff has accepted the position as CEO of Pergo. This past year we have worked diligently to complete a far-reaching cost-reduction program, while at the same time taking measures to restore a solid balance sheet. Raimo Issal has been a key contributor to the implementation of this program. The board and management believe the time is right to adopt a more expansive strategy, in which sales and marketing efforts play a more central role. We believe Göran Bernhoff's considerable international experience in managing strong brands will prove particularly valuable to Pergo going forward. We are convinced he will be the right person to lead the company in this next exciting phase."

Göran Bernhoff, 57, has served as CEO of Victor Hasselblad AB from 1997 to 2003. He has led a restructuring and modernization of the company, including the introduction of new technology and efforts aimed at revitalizing the product portfolio. Göran Bernhoff has previous experience from Unilever and TetraPak, and served as the CEO of internationally acclaimed Swedish glass manufacturer Orrefors Kosta Boda AB between 1981 and 1997.

Newly appointed CEO, Göran Bernhoff, commented: "I look forward to joining Pergo. The company has a solid financial foundation, with skilled employees, impressive technical know-how and premier products. The laminate flooring industry has good prospects. By coupling the right cost structure with attractive design and creative marketing solutions, Pergo will be well positioned to capitalize on business opportunities."

Raimo Issal will remain CEO until Mr. Bernhoff is installed.

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Pergo AB
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