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New Managing Director in Holland and Belgium

Marcel van 't Ent has been appointed Managing Director of FM Mattsson Mora Group's subsidiary in Holland and Belgium, incl. the well-known sanitary brands Damixa, FM Mattsson and Mora Armatur.

Marcel van 't Ent has today 2. May started his new position as managing director of FM Mattsson Mora Group in Holland and Belgium. He will be responsible for the Group's three sanitary brands Damixa, FM Mattsson and Mora Armatur. Marcel van 't Ent has extensive experience from the sanitary business and from driving sales of consumer goods through retailers and

wholesalers.

FM Mattsson Mora Group has previously run part of its business in the Benelux region through agents and partners, but will now operate all three brands from one common platform. Geographically the newly renovated and consolidated office is placed in Den Bosch, Holland.

– We are happy to welcome Marcel onboard to lead and develop our Benelux operations, where we are now taking control of the sales. Marcel is a leader with a clear focus on sales, product development, marketing and on developing strong teams to achieve results, says Fredrik Skarp, CEO, FM Mattsson Mora Group.

Marcel van 't Ent comes from a position as Commercial Manager of Bruynzeel Home Products. Prior to that, he held senior positions in Riho Products and Berglen Group. In addition Marcel van 't Ent was international sales director of Damixa in Holland during the years 1989-1999.

- I'm looking forward to leading the team in Holland and Belgium, and to capture the opportunities that lie in this company with a long history, a strong market position in the Nordic region and significant potential in Benelux. My ambition is to build a successful partnership with customers and retailers based on the company's three strong brands, says Marcel van 't Ent, the newly assigned Managing director of FM Mattsson Mora Group's subsidiary in Holland and Belgium.

FM Mattsson Mora Group AB sells, manufactures and develops faucets under the strong and well-established brands FM Mattsson, Mora Armatur and Damixa. The Nordics is the Group's main market. The Group has sales of over 1 billion yearly, and employs over 550 people.

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