

Hejlskov, 20th of May, 2016

JACOB JENSEN DESIGN PARTNERS WITH AURORA GROUP

Aurora Group is Jacob Jensen Design's new distributor for the Nordic region. The distribution will include the JACOB JENSEN Electronic Parking Disc II, which is awarded the best in its category in Denmark and the new JACOB JENSEN Air Quality Monitor, which measures and displays indoor air quality. The distribution agreement covers Denmark, Norway, Sweden and Finland, and takes effect in May 2016.

Jacob Jensen Design are about to introduce a series of intelligent products in the Nordic markets. Now the design house has teamed up with Aurora Group, one of the leading distributors of consumer electronics in Denmark, Norway, Sweden and Finland.



“We are pleased to announce the appointment of Aurora Group as our new Nordic distributor. The choice of Aurora Group marks a new strategic direction for us in the Nordic markets where we are about to introduce a series of intelligent products for the home. The first product to be launched will be our Air Quality Monitor, a device for monitoring the indoor climate at home, the workplace or, for instance, in school – a product that is of great interest at the moment given the heightened awareness about indoor climate and its impact on health,” says Timothy Jacob Jensen, CEO and chief designer at Jacob Jensen Design, and continues:

“Partnering with the Aurora Group will give us the required presence with retailers and will allow us to draw on their consumer electronics expertise. It will also let us anchor our brand values through the Aurora Group's large and professional sales force, who will provide competent training and knowledge to the sales personnel in the stores, which will be key to a successful launch of our future JACOB JENSEN products. We look very much forward to the cooperation”.

Aurora Group are also looking forward to working with Jacob Jensen Design:

“We are very proud to receive the appointment as main distributor in the Nordic countries for Jacob Jensen Design. Jacob Jensen Design has put together an experienced and competent team and set high ambitions for developing a new concept with intelligent products for the home, which strengthen both innovation and speed. We look forward to introducing the market to a line-up of products that are carefully thought out, and which will increase the intelligence and comfort in the home of quality conscious consumers. Together with our Nordic sales organisation, we will strive for the best possible launch of Jacob Jensen Design's products. And we will provide competent support and training to the retail staff so they are fully prepared to give consumers the best and ultimate in-store experience,” says Aurora Group COO, Bent B. Madsen.

The new partnership between Jacob Jensen Design and the Aurora Group will be effective from May 2016.

ABOUT JACOB JENSEN DESIGN

Jacob Jensen Design is Scandinavia's oldest and most award-winning design studio. With more than fifty years of insight into design, innovation, communication, sustainability and technology, Jacob Jensen Design provides a wide range of services for clients all over the world, helping them to become leaders in their industry. Jacob Jensen Design operates out of Hejlskov, Shanghai and Bangkok.

Collaborating closely with a network of partners, Jacob Jensen Design designs, manufactures and markets a broad range of lifestyle products under the brand of JACOB JENSEN™. Its characteristic clean design language, created by Jacob Jensen and refined and developed further by his son Timothy Jacob Jensen, has proven remarkably time resistant and is still growing.

www.jacobjensendesign.com | [#jacobjensendesign](https://twitter.com/jacobjensendesign)

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OM AURORA GROUP

Accessories for consumer electronics is our business, and we create value for Nordic customers through innovative concepts, products, services and competitive prices. We strive to be the most effective and strong business partner in the Nordic market, known for our concepts and services, trusted for our people, and admired for our speed of innovation.

Aurora Group was formed in 1999 through the merger of Rudolph Schmidt A/S, Denmark (1915), OSK Elektrotillbehør AS, Norway (1937), Ortoconnex AB, Sweden (1981), and Teletarvike Järvinen Oy, Finland (1982). In 2006 Norwegian tCom AS (1995) joined the Group and in 2010 our activities were complemented by Swedish white goods brands, Hanestrom (1999) and Gameo (1930). In 2013 Aurora Group was purchased by the listed Swedish distribution group DistIT AB, which has a targeted strategy for growth through the acquisitions of well-managed niche distributors in the world of IT and consumer electronics.

Today Aurora Group is a leading distributor of accessories for the consumer electronics market in Northern Europe with more than 100 years of experience and with operations in 10 countries. Distribution is centralized in Jönköping and partly Lilla Edet, Sweden. All back-office and support functions are placed in Copenhagen, Denmark.

www.auroragroup.eu

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