

Press release

Lemvig, Denmark, 29.01.25

AMBright A/S - new shareholder in Egholm A/S



In 2018, Egholm A/S once again became a family-owned when the two brothers, Kaj and Jens Christian Egholm, who originally started the company back in the nineties, bought it back from Nilfisk A/S. The brothers sold Egholm A/S to Nilfisk A/S in 2010, as part of a strategic decision.

After Egholm A/S came back into the hands of the brothers, the company has undergone significant development and is now well equipped for the future with a strong product program, a strong organization and not least a strong brand/DNA as well as an ambitious plan for the future.

As part of a planned generational change, AMBright enters as a minority shareholder in Egholm A/S.

My brother, Kaj Egholm, expressed his wish to step down in early 2024 to have more time for projects other than Egholm. Egholm is in a strong position, and as many new development projects are being started, Kaj believed that this was the right time to pass the baton to new forces. Over the past 2 years, the development department has been significantly strengthened for the same reason, without however compromising the special Egholm DNA - on the contrary, says CEO Jens Christian Egholm.

...and then it is still an Egholm sitting at the end of the table, as I, together with the management and board of directors, continue to own the majority of the company.

There will be no changes to the strategy in connection with AMBright now becoming a co-owner. A course has been set for the company up to 2028, and there is agreement that this is the course we are following.

The reason for the choice to take an external partner on board is to ensure a strong dynamic on the ownership side and at the same time ensure a strong foundation for the ambitious strategy that has been laid for the company.

We are convinced that we have found the right co-owner/partner and look forward to the future collaboration to jointly ensure that there will also be a strong Egholm in Lemvig in the future, concludes Jens Christian Egholm.

Henrik K. Damsgaard, Director of AMBright A/S, adds:

Egholm A/S is a fantastic company built on strong innovative technical expertise, where they have managed to create a product that meets the needs of customers even down to the smallest details, or as the brothers put it - a product that you can be proud of.

The company is deeply rooted in strong owner-manager values such as customer focus, diligence and honesty, and you can clearly sense the pride in the Egholm product among all employees.

We are pleased to, together with Jens Christian Egholm and the rest of the management and board of directors, be part of realizing the strategy that has been set for Egholm A/S.

AMBright A/S is an investment community between strong owner-managers, and we believe that with our owner-manager thinking we fit in well and have an opportunity to make a difference for Egholm A/S in the coming years. Together with Jens Christian Egholm and his team, we will work purposefully to ensure that Egholm A/S remains strong both in Denmark and internationally, and that the company continues to develop its market position.

Egholm A/S is a Danish manufacturer of compact and multifunctional utility machines used for the maintenance of urban spaces, parks, roads and green areas. The company is known for their high quality, versatility and innovative solutions that make it possible to switch between different attachments for tasks such as sweeping, weed control, grass cutting, snow removal and salt spreading.

Egholm A/S is based in Lemvig, Denmark, and their machines are used by municipalities, contractors and service providers throughout Europe. Egholm utility machines are particularly known for their ergonomic design, ease of use and focus on environmentally friendly solutions, including machines with low emissions.

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