

## **PRESS RELEASE**

Västerås/Gävle, June 1, 2022

# **Thor Shipping & Transport AB and Svecon Freight AB are merging their names to Thor Svecon Group AB**

June 1, 2022, Thor Shipping & Transport AB and Svecon Freight AB are changing their names to Thor Svecon Group AB and at the same time introduce a new visual identity.

The name change decided at an Extraordinary General Meeting on March 18 this year marks a new phase in the company's development and is another step in strengthening the company's market position and continued growth in line with the strategic plan.

“We have great ambitions to continue on this growth journey. In recent years, we have made several company acquisitions and the name Thor Svecon Group AB (TSG) aligns the new course we are on in line with our strategy plan. We are in an exciting phase of company development and it feels good that our new name contains parts of two established brands that are familiar to our customers,” says Eric Hjalmarsson, CEO of TSG Short Sea AB.

Prior to the name change, a new graphic profile has been developed that will reflect the company's new identity. The new profile modernizes the company's visual and communicates better what Thor Svecon Group AB stands for.

“I see very good opportunities for us as a company to develop further in the coming years. Changing names is just the start of an exciting future with the company,” concludes Daniel Berglind, Managing Director of TSG Forwarding AB.

More information is available on the new website [www.tsg.se](http://www.tsg.se) which is launched today.

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### **About Thor Svecon Group AB (TSG)**

*Thor Svecon Group offers the market, primarily industrial customers, forwarding solutions with a focus on forwarding, line brokerage, warehousing and clearing operations. The forwarding business works globally with a focus on complex loads and demanding geographies. The company also has its own regular traffic in short sea shipping and its own port terminal in the UK.*