**Press release 2018-02-09**

**Guide Gloves goes for Number 1 in Europe**

**- hires Jan Lundmark as new Managing Director**  
  
**The premium working gloves brand Guide is proud to announce Jan Lundmark as new Managing Director as of March 6, 2018. Jan joins Guide from the position as Sales & Marketing Director at Ejendals.**

“With this recruitment we are strengthening the already very competent management team at Guide, and we will now accelerate our journey towards the leading position of working gloves in Europe”, says Fredrik Valentin, Head of the Workplace Safety Division at Bergman & Beving.

Jan Lundmark is 48 years old, lives in Tyresö outside Stockholm and is a passionate floorball player. His extensive experience from the PPE business across Europe will be a solid platform to operate from when taking on the Managing Director role at Guide.

“I am very excited about the opportunity to join Guide”, says Jan Lundmark. “This is a unique possibility that I just could not resist, as it is a chance to join a company with both tremendous potential and ambitious growth plans. I am both humble and thrilled about the exciting challenges in front of us at Guide”, he says.

Pontus Boman, Group CEO of Bergman & Beving, owners of Guide, concludes:

“The successful recruitment of Jan Lundmark to Guide marks an important milestone for the Workplace Safety Division. Guide is the largest product brand in the Division, and the second largest in Bergman & Beving, and we have ambitious plans for growth.”

For any questions or comments, please reach out to Fredrik Valentin, Head of Division Workplace Safety at Bergman & Beving.   
  
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**About Guide:**

Guide is a leading premium working gloves brand, founded in 1995. Our roots are in Ulricehamn, Sweden and from here we design, develop and sell 25 million pairs of gloves every year to customers in 30 countries.

Guide is since April 1, 2017, an independent company within the stock listed company Bergman & Beving [Berg B, Nasdaq Stockholm].

[www.guidegloves.com](http://www.guidegloves.com)

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