

## **STARCK is the new name of 75 of Danske Trælast's builders' merchants in Denmark**

The Danske Trælast Group, with sales of DKK 16 bn, is the largest Nordic concern in the building materials trade. In Finland and Norway, the Group is represented by Starkki and Neumann Bygg, respectively, and in Sweden by Beijer Byggmaterial, Silvan Bygg and the low-cost concept, Cheapy. Here in Denmark, the Group is known for its Silvan DIY stores and its 75 builder's merchants.

### **STARCK**

Today, 5 October 2004, Danske Trælast is launching its new name for that part of the company's Danish organisation – the 75 builder's merchants and DIY stores – which until now made up the division DDT Detail, and which marketed themselves under their local identity and name. The name is STARCK.

*"The numerous building projects we have been involved in with our customers have given us unique and valuable knowledge and experience. Over time, we have helped set new standards in Danish construction by ensuring the right building materials, at the right place, at the right time. This experience forms an essential part of the basis of our position in Denmark. We have been pioneering, and we want to expand on this position in the future. Therefore, one of the main purposes of the division's new family name is to generate even greater awareness of the local strength which we can now roll out across the country - by taking note of rather than pulling the individual business's local anchorage out of the centre,"* says Lars Hansen, Director of STARCK, about the new brand.

### **Market leader**

In recent years, Danske Trælast has concentrated on gearing its Nordic activities to greater value creation, efficiency and growth. The positive results of this work are reflected every year in the Group's financial statements.

STARCK is continuing the division's hitherto position of Danske Trælast's biggest – and the industry's biggest player in Denmark with sales topping DKK 6 bn.

### **Optimum market coverage**

With STARCK, the Danske Trælast Group covers a wide target group – from professional builders and craftsmen, which is the division's primary target group contributing around 75% of sales, to private housebuilders and general DIY enthusiasts. The division also trades to a minor extent with retailers and industry.

*"It's clear that the opportunity the STARCK name gives us to market ourselves as a unit to Danish customers will strengthen our position – especially on the professional market",* says Steen Weirsøe, CEO of Danske Trælast.

*"Of course, STARCK will compete to a certain extent for the private customers with Silvan, our other big brand in Denmark,"* he continues. *"I don't see that as a negative thing - on the*

*contrary - a competitive element is always good for motivation. Not only that, STARK as well as Silvan are oriented towards their specific markets. With STARK, we're making visible the expertise we already had, we're tightening our concepts and increasing our strength internally. Our customer base is not homogenous, quite the reverse. It's also clear that we'd rather cover the whole customer spectrum with lots of different concepts than be happy passing a customer to the competition. We can achieve this with STARK - we're simply plugging a gap in the market which no other player in the industry is able to do."*

### **Why "STARK"?**

The new family name is the result of much internal work in the Group, during which management and staff worked closely together to analyse values, set out goals and define results.

*"We have chosen the name STARK because it suggests strength. The strength in the division's local roots means that we are close to the customer. And the strength in the cooperation means that the customer can reap the benefits right across the country, when he buys from us,"* says Director of STARK, Lars Hansen.

### **Contact information**

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