

DANGAARD

Dangaard Electronics A/S changes its name to Dangaard Group A/S

The new name marks that Dangaard over time has evolved to be far more than "electronics". The name change thus combines Dangaard's versatile product portfolio with a focus on new product categories as well as the significant internationalization that the company has undergone in recent years.

When Dangaard started collaborating and supplying retailers throughout Europe in 1986, the primary focus was on electronic products such as white goods, TV & Hi-Fi, small appliances, etc. This part of the business is still in the best of health, and in line with the technological development, more product groups such as smartphones and tablets have been added.

New product categories gain ground

However, keeping focus on obtaining attractive products within the current trends is part of our DNA. Through our market knowledge and close cooperation with brand manufacturers, dealers and traders throughout Europe, we have been very successful in expanding our non-food product portfolio.

Today we sell everything from textiles to drills and have obtained a wide range of new product groups, such as:

- Personal care
- Cleaning products
- Textiles
- Sportswear
- Home and Garden
- Tools
- Gaming

Increased internationalization

At the same time, we have grown internationally, among other things through the acquisition of the gaming specialist Click Entertainment Ltd. in London in 2016, establishment of Click Entertainment USA Inc. in Miami, USA as well as the establishment of Dangaard Group Polska z.o.o. in Warsaw, Poland.

Based on the above development, we now take the consequence and rename the company to the more comprehensive name Dangaard Group. The change of name marks our constantly broad focus on product groups and trends beyond the world of electronics and development into an international group with several companies, offices and warehouses.

The practicality of the name change

The name change will take effect on March 1, 2020.

The Dangaard logo, VAT-number, address, and contacts will remain the same, just as Dangaard Electronics remains as a subsidiary company name.

However, please ask your bookkeeping department to correct the company name per March 1, 2020.

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As from March 1st, Dangaard Group is Dangaard Electronics new name.

Dangaard Group is one of Scandinavia's largest independent wholesaler companies and has provided retailers throughout Europe with a wide range of non-food products in all major and well-known brands for more than 30 years. In addition to the headquarters in Padborg (Southern Jutland), Dangaard now also has office in Warsaw, Poland.

Since 2016, Click Entertainment, headquartered in London, has been part of the Dangaard Group. Click Entertainment is one of England's largest gaming wholesale companies dealing with customers worldwide. Since 2018, Click Entertainment has had a sales office in Miami, USA for better access to South and Central American export markets.