

Arvika July 6, 2009

Crem International now expands into the United Kingdom

As from Monday 6th July a new company will join the market when Style Café Ltd joins forces with its major supplier Crem International Holdings AB to form Crem International UK Ltd, a strategically and important new addition to the growing Corporate Group.

Crem International, with head office in Arvika, Sweden has in recent years acquired a number of companies and has a progressive development plan. Crem International has production in Sweden, Spain and China and sales companies in Norway, Germany and now also in England. The company manufactures and sells two brands - Expobar for espresso and Coffee Queen for all other coffee machines.

- "This is a very progressive and strategic move", says Georg Möller CEO, Crem International. "We have, through our production of coffee and espresso machines, been active on the global coffee market for many years. Now we are further broadening the geographical borders and establishing a firmer foothold in the UK market".

The new sales company is located in Colne, Lancashire with a full compliment of management, sales, service and support personnel. Roger Heap, owner of Style Café Ltd, will be Managing Director in the new sales company and is looking forward to the new start.

- "The advantages of the new partnership are endless, not least that we have transformed overnight from being a manufacturer's distributor, to a worldwide manufacturing facility, supplying an increased range of products at highly competitive prices, something which we feel the UK market will welcome and embrace", says an enthusiastic Roger Heap.

Crem International has during the last year launched new machines and due to the fact that the Corporate Group has a very strong product range it has not been affected by the recession as much as some competitors have. The R&D departments in Arvika, Sweden and Gandia, Spain are working under high pressure and will have several new concepts finished within a very short space of time – "We hardly have time to take a holiday !", concludes Georg Möller with a big smile.

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