

New shareholders and capital increase at Tradewell GmbH – the course is focused on growth

The Tradewell GmbH company is repositioning itself and continues to pursue growth. In addition to a capital increase, two new shareholders joined the company, who have been with the company for some time: Matthias Steinacker, Managing Director of MS Coaching GmbH, and the Dane Michael Frandsen, brother of the company founder Jesper Frandsen.



The co-founder of Tradewell GmbH, the Danish entrepreneur Villy Jaeger, leaves the company after two years in agreement. "With his great expertise and many years of experience, Villy Jaeger has helped Tradewell GmbH get on the right track and given us the best possible two years of operational experience," says Jesper Frandsen. He thanks Villy Jaeger for his valuable support in setting up the company. After building up the first years, the course is now set for growth.



With the support of the two new shareholders, the business in the DACH region is now to be expanded.

Matthias Steinacker brings experience in this field. He has been a successful entrepreneur for over 20 years and has been a managing partner in the CFO position at Cybex for a good 10 years. He has run his own consulting and fundraising company for four years and, like Michael Frandsen, already supports Tradewell GmbH as a member of the board. "At Tradewell, Matthias Steinacker will help us hire the right people to help us grow our business and help us meet the ever-growing demands of our brands and our customers," said Managing Director Jesper Frandsen. Michael Frandsen has a commercial background with a focus on finance and IT. He will support Tradewell GmbH in further optimizing the IT and keeping the structures lean to guarantee swift action.

Jesper Frandsen is pleased about the commitment of the new shareholders: "Both shareholders are already involved in the existing processes and can now accompany Tradewell into the next phase of growth. The long experience of the two is valuable input that we no longer want to do without," says Frandsen. Focus will first place the company on the positioning of the existing brands. Further staffing is planned in the short term to enable growth and achieve business goals.

About Tradewell GmbH

Founded in 2017, Tradewell GmbH is a trading company and a brand representation focused on helping foreign companies export their products to the German speaking market. The focus is on high-quality Scandinavian brands, to which Tradewell GmbH is the exclusive partner for access to the DACH region. Two branches are served: children's hardware and children's textiles as well as ergonomic products. Tradewell GmbH specializes in supporting small and medium-sized companies that do not have the financial strength and resources to enter new markets on their own. Company co-founder and managing director of Tradewell GmbH is Jesper Frandsen, a native Dane with close contacts in the Scandinavian market. Tradewell GmbH is based in Bayreuth and has specific know-how in the European market.

Our brands:

CONTOUR – SMAFOLK – LEANDER – CARRIWELL – THE BONNIE MOB