

Optilon is opening the doors to its new Finland office

Supply chain consultants at Optilon have been helping Nordic companies become the most competitive in the world since 2005. After years of growth and an increased Finnish demand for the company's services, Optilon is now opening its new office in Finland.

Optilon helps companies use their resources where they are most useful by combining leading technology and Nordic expertise in supply chain management. This includes simplifying and strengthening complex distribution chains and creating more optimal product flows, which in turn leads to less unnecessary resource consumption, less carbon footprint, and increased profitability and a smaller environmental impact. This has become increasingly sought after at a time when global trade and global distribution chains have been challenged by pandemics and Russia's invasion of Ukraine.

Since its inception, Optilon has experienced strong growth, with steadily increasing sales figures. To meet customer needs, the company is now opening a new office in Helsinki, Finland.

– We have worked with Finnish companies for many years, but now we are scaling up our ambitions even further. Our goal is to double our turnover in Finland. By opening our first physical office in Helsinki, we can even better meet the needs of our existing customers, while fully focusing on winning new assignments. With this, we are also in need of recruiting new talents to the Finnish market, says John Wikström, Sales & Account Manager Finland at Optilon, responsible for establishing the company in Finland.

Supply chain management has risen higher on the agenda as many companies actively work to create more robust and sustainable flows. In fact, value chain emissions account for up to 70% of a company's greenhouse gas emissions, according to UN estimates. Therefore, Optilon is now also strengthening its sustainability offering.

– We want to be where our customers are and help them solve their biggest challenges. For many, it is specifically reducing emissions from the supply chain. By measuring and including their emissions data from the start, designing with that in mind, and constantly optimizing their supply chain to reduce emissions, a company can make enormous climate gains. And we want to help them with that, both in Finland and in the Nordics, says John Wikström.

About Optilon:

Optilon is a consulting firm that helps its customers use their resources where they are most useful by combining world-leading technology with Nordic expertise in supply chain management. Optilon was founded in 2005 and is today active throughout the Nordic region with offices in Sweden, Denmark, and Finland.

www.optilon.com

For further information please contact:

John Wikström

Sales & Account Manager Finland

Ph: +358 400992919

e-mail: john.wikstrom@optilon.com

Tea Grbic

Brand & Marketing Lead

Ph: +46 761029751

E-mail: tea.grbic@optilon.com