

**21<sup>st</sup> June 2019 – Press release**

## **Baron acquires Danish invention company**

**Baron A/S is acquiring the Danish company Smart Mover ApS, the inventor of the Smart Mover electric brick trolley. In this way, Baron extends its product range for the construction industry.**

The Danish growth company Baron A/S is buying Smart Mover ApS, the company behind the patented electric brick trolley. Some 1,200 trolleys have been sold in Denmark and Sweden so far, and Baron will now market the product more widely both in this country and abroad:

*'We see great potential in the Smart Mover. The electric brick trolley complements our existing product range and fits perfectly with our strategy to grow via innovative solutions for the construction industry,'* explains Carsten Filsø, CEO of Baron.

Over the last seven years, Smart Mover has established a leading position in Denmark within electric brick trolleys for bricklayers. The invention does away with the heavy and potentially damaging pushes and pulls that are otherwise inevitable when a bricklayer or a bricklayer's assistant moves bricks at the construction site. The trolley is electrically powered and has a strong li-ion battery that can stay charged for a whole working day:

*'We sold the first Smart Mover in 2012 and since then things have moved quickly both in terms of sales and further product development. The idea was that the trolley should take the strain, sparing the bricklayer's back and saving time too and the invention has fulfilled our expectations,'* explains CEO Ole Kobæk from Smart Mover. He continues, *'It has been an exciting journey and I am now ready to pass the baton on to Baron, which will take the invention to the next stage and realise the full potential of the product.'*

Over the last few years, further development has extended the possible applications of the product and the Smart Mover can now also be used as a wheelbarrow and to transport, for example, scaffolding, roofing felt, and the like.

*'We will continue the further development of the Smart Mover – and that will include adapting it to the needs of other markets. At Baron, we have had great success with user-driven product development, and we will take the same approach to our further development of the Smart Mover,'* explains Carsten Filsø.

Baron is primarily known for its forced action mixers, conveyors and tools for hardscape gardeners and paving contractors, and the company has enjoyed both top and bottom line growth in recent years. Baron was founded in 2006 and since 2016, it has been owned by VækstInvest, Rune Harbo and Carsten Filsø.

Read more about Smart Mover ApS at [www.smartmover.dk](http://www.smartmover.dk)

Read more about Baron A/S at [www.baron-mixer.com](http://www.baron-mixer.com)

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