



ONE STOP LOGISTICS  
SINCE 1948



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# Frode Laursen

## A family-owned company with strong values



On 1 December 1948, Frode Laursen started his business in Vitten near Aarhus with a single truck. Today, more than 70 years later, Frode Laursen has grown from a local haulier's business into an international logistics company with activities throughout the Nordic region and Germany.

Frode Laursen has always been run as a family-owned company. Frode Laursen owned the company until his death in 1980. His son Niels Laursen then took over the company and ran it until 1989, when I acquired the business.

I think the strength and quality that the company has demonstrated over the years can be attributed to the fact that it has always been a family-owned business. We don't beat about the bush, and any new initiative must create value, while resources must always be used with care.

As a family-owned company, we have always been able to make decisions fast, while our management approach is based on values and attitudes that go all the way back to when Frode was running the business.

It is basically about being attentive and professional. We are close to our employees and our customers, and it goes without saying that one behaves properly – not just towards our employees and customers, but also towards business partners and the local communities in which we operate.

Even though we have grown to become a large company, Frode Laursen's employees will never be just a number. Our business is based on the knowledge and experience of good employees, and we expect everyone who works here – at whatever level – to act responsibly, to work together and to go the extra mile as a matter of course. In return, we offer freedom, self-determination and respect – and we basically look at what you can do rather than who you are or your educational background.

Our organisational structure is flat and informal, and our management is close to what is happening on the ground, and acknowledges and listens to those in the know.

As a result, our employees all share a high degree of professional pride – which helps us stay one foot ahead of the game.

Another of our key strengths is that we refuse to stand still. Quite apart from being absolutely essential for a transport and logistics company, it also means that our company is the perfect workplace for those who are keen to optimise, and who love to compete, not only with others but also with themselves. Insisting on always doing things a little bit better also makes us a good partner for our customers.

At Frode Laursen, rather than “the customer is always right”, we believe that “the customer always has the right to receive the best advice”. We possess considerable expertise within our fields of activity, and we feel it is our duty to enquire about any issues or problems faced by customers so as to possibly offer alternative solutions.

In this brochure, you will be able to learn more about who we are and what Frode Laursen stands for.



Enjoy!

Kind regards,  
**Thorkil Andersen**  
Owner, Frode Laursen A/S

# An enterprising businessman from Vitten



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The story of Frode Laursen is the classic tale of a clever businessman whose business acumen, hard work and considerable drive created the foundation for the international logistics company we know today.

Frode Laursen established his haulage company in 1948 with a single vehicle. Slowly but steadily, the business grew, and by the mid-1960s Frode Laursen had 16 employees and 13 trucks.

The foundation for one of Frode Laursen's biggest business areas today – fast-moving consumer goods (FMCG) – was laid in the early 1970s, when Frode Laursen started transporting goods for the supermarket group Dansk Supermarked and the ice cream producer Frisko. At the same time, Frode established the first warehouses where customers share the storage space. By the end of the 1970s, Frode Laursen had grown into a large haulage business with annual revenues of approx. DKK 100 million, but the company was also on the verge of entering a challenging period with falling haulage rates and a somewhat more difficult transport market.

Matters were not made easier by the sudden death of Frode Laursen in 1980, which was followed by his son Niels taking over the ownership and management of the company. In the course of the 1980s, the problems with falling prices, losses and increased competition escalated, and in 1988 Niels Laursen brought Thorkil Andersen on board as a co-owner of Frode Laursen. The following year, Thorkil Andersen acquired all the shares in the company.

*It all started with transporting horses and cattle (1) from the little yellow house in Vitten (2) in 1948. The fleet grew steadily (3), and during the 1960s Frode Laursen also started operating outside Denmark (4)*

During the 1980s and 1990s, warehouses were established in both Vitten and Tølløse (1, 4), and Frode Laursen also established the first of its main logistics centres in Hørning and Jyderup. When Thorkil Andersen became co-director in 1988, he immediately started to streamline the company, and closed, for example, the Renault car dealership (2). Later, he also discontinued the furniture removals business and reduced the size of the fleet.

However, Thorkil Andersen has always upheld Frode Laursen's value of having a strong focus on the company's employees, and Frode Laursen has always been on good terms with the trade unions (3). In 1997, Frode Laursen was nominated Workplace of the Year by the Danish General Workers' Union (SID).



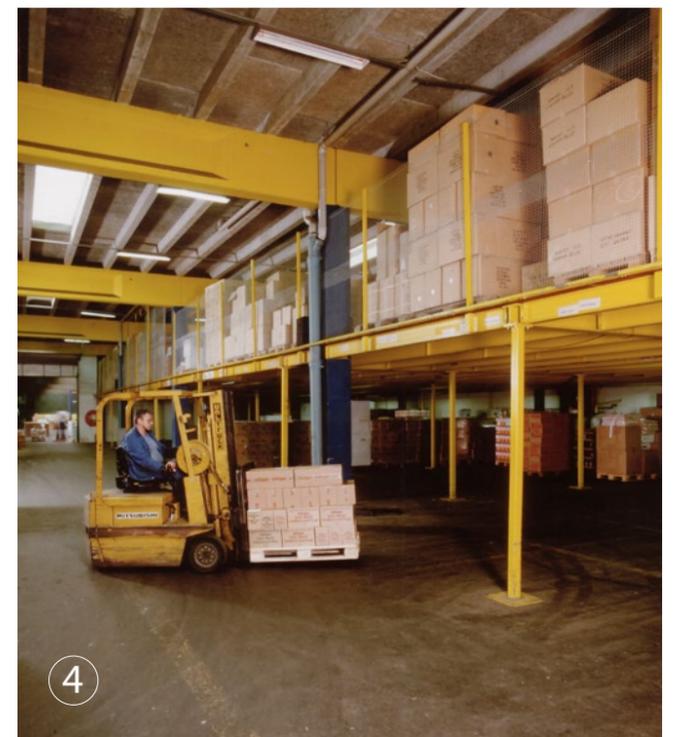
## From local to international

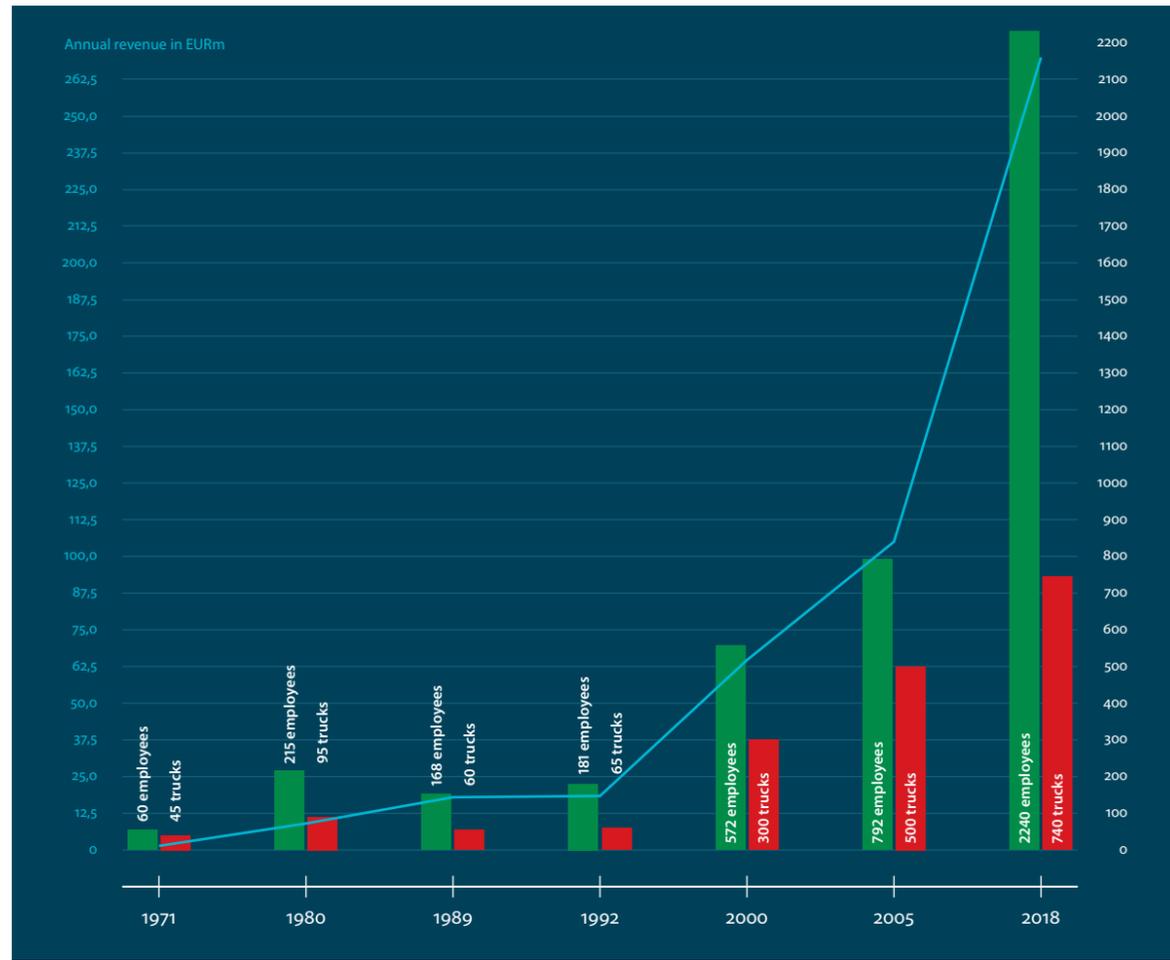
Thorkil Andersen is the son of a haulier, has driven Danish exports, and was employed as a holiday relief driver at Frode Laursen while studying at Aarhus School of Business. After completing his studies, he was employed in the company from 1984 to 1986, working with operations and finance. After that, he worked as a business consultant for a couple of years, but returned to Frode Laursen when he was offered a stake in the company. At the time of becoming sole owner in 1989, Thorkil took over a company that had been brought to its knees, and he immediately started to pull the business back into shape.

The rescue plan focused on streamlining, and Thorkil started by reducing the truck fleet from 270

to 60 vehicles and the number of employees from 185 to 168. After that, the company shifted all its focus to the distribution of consumer goods, warehouses and international transport. The strategy paid off. In just a year, a loss was transformed into a profit – and Frode Laursen has returned a profit each year ever since.

With Thorkil at the wheel, the company set a forward-looking course, and in the 1990s developed from being a local haulage company into one offering its customers international 3PL solutions: from factory to warehouse to shop.





### Logistics throughout the Nordic region

In 2005, Frode Laursen opened its first new logistics centre outside Denmark, in Angered near Gothenburg in Sweden. A few years later, another logistics centre was built in Åstorp near Helsingborg in Sweden, and the subsidiary FL Polska was established to handle international transport assignments.

However, the establishment of the Polish company caused some upset, because the Danish drivers were concerned about losing their jobs. But, Frode Laursen felt that this was a necessary step in order to be able to compete with foreign companies for the international jobs, and it subsequently proved to be the right course of action as there was enough work for both the Danish and Polish drivers in the company.

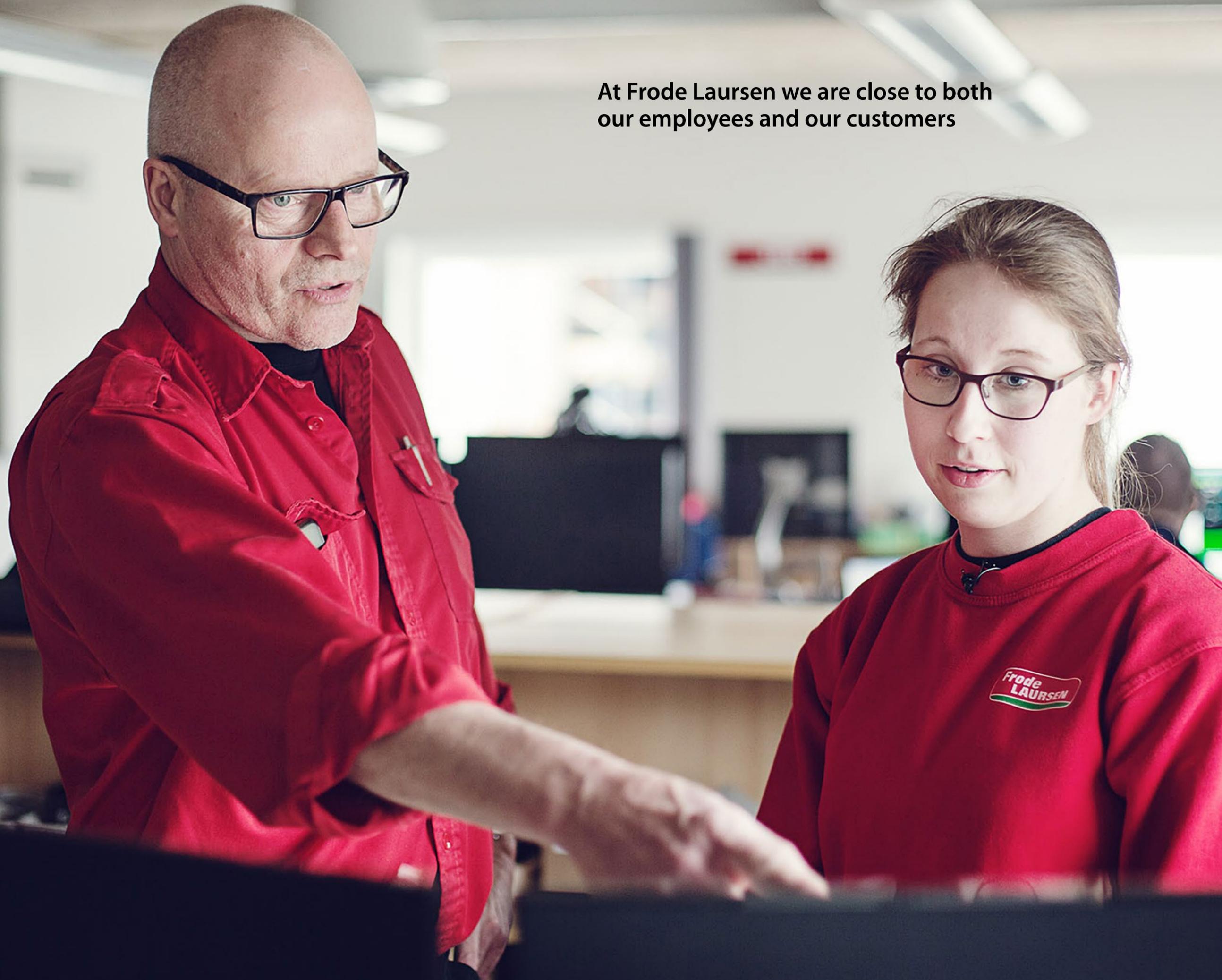
In 2010, Frode Laursen established operations south of the Danish border in Germany. Nielsen & Sørensen in Flensburg was acquired, and with it not only a warehouse and 200 jobs, but also a leading position within recycling. Frode Laursen's latest expansion took place in 2018 with the opening of a 30,000-square-metre warehouse just outside Helsinki, Finland.

While expanding its business geographically, Frode Laursen also bolstered its core business through the acquisition or co-ownership of other companies. In 2000, it acquired the field insights and marketing company IN-STORE, and the following year acquired a 50% stake in Skanol, which specialises in the transportation of hazardous goods. Finally, Frode Laursen became a co-owner of Agri-Norcold cold stores in 2012.

In 2020, Frode Laursen has 600,000 square metres of logistics facilities, more than 700 vehicles and about 2,200 employees in Denmark, Sweden, Finland, Germany and Poland.



At Frode Laursen we are close to both  
our employees and our customers





## FMCG logistics

With customers counting some of the largest multinational manufacturers and Nordic retail chains, Frode Laursen is one of the leading Nordic suppliers of logistics solutions for the fast-moving consumer goods (FMCG) market. We possess extensive experience within this field, and with our 3PL solution we guarantee the smooth delivery of goods from factory to warehouse and from there to the shop.

The goods are transported from manufacturers throughout Europe. Either directly to the recipients, or via our logistics centres, which are strategically located throughout the Nordic region.

Here they are scanned into our centrally managed Warehouse Management System (WMS), after which they can be tracked and monitored in real time. By having a large number of customers under the same roof, we

are uniquely positioned when it comes to making the best possible use of all our resources in connection with repacking, co-packing and warehouse picking, and also when it comes to optimum warehouse space utilisation.

Our distribution system enables us to make overnight deliveries to most corners of the Nordic region. We call at our FMCG wholesalers, catering wholesalers and supermarkets on a daily basis.

Our services cover the entire Nordic region. Our offices are manned around the clock, which means that we are able to offer the best possible service at all times. And we track the goods until they arrive at the agreed destination at the agreed time.

## Warehousing

Our logistics centres are located close to main logistics hubs in the Nordic region, and with 600,000 square metres at our disposal, we are one of the leading suppliers of covered storage capacity. Among other things, we offer inbound control, order handling and repacking. Administrative services, including the production management of repacking tasks, are an integral part of our logistics centres' solutions.

In addition, we offer inventory management via our advanced Warehouse Management System (WMS), which is designed to comply with the requirements of the EU directive on traceability. The system guarantees full traceability of both whole pallets and repacked displays, and provides real-time images of current inventory levels.

Moreover, our logistics centres have a comprehensive control programme to ensure compliance with the safety standards required by both the authorities and consumers. All warehouse customers have their own dedicated contact in our customer service team.

## Co-pack

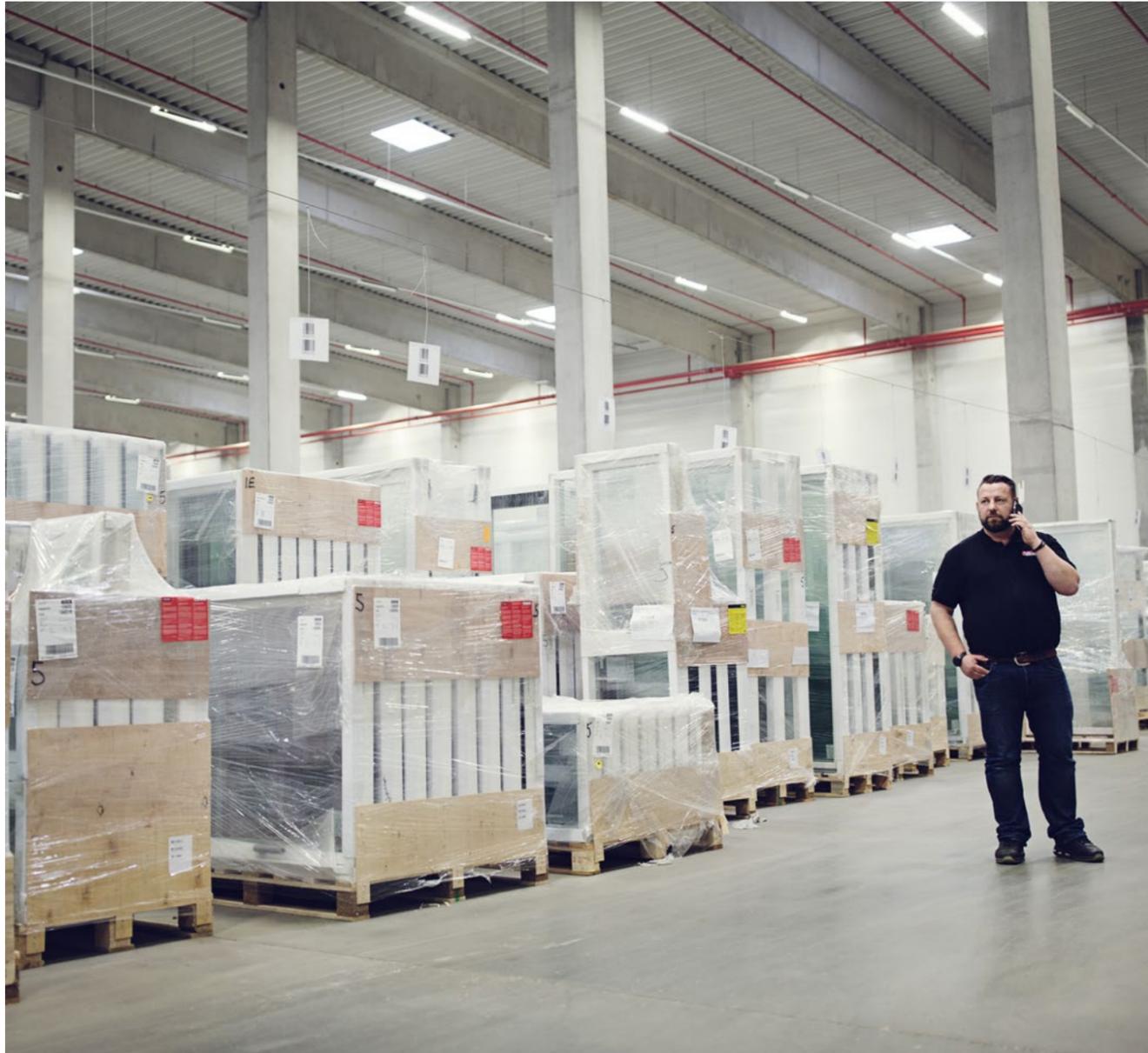
Factory specialisation and a growing focus on high volumes is incompatible with shops needing products to be available in small quantities. Therefore, all Frode Laursen's logistics centres offer product repacking for displays, making life easier for shop staff and enhancing product presentation for consumers.

Our co-packing departments produce 4,000–6,000 quarter pallets and other displays a day.

In addition, we offer a wide range of services to help prepare products for sale in the shops.

### Frode Laursen offers:

- Assortment packing
- Co-packing
- Banding
- Shrink wrapping
- Application of product labels, sale stickers etc.
- Production control and WMS



## Building materials

Frode Laursen delivers building materials from leading manufacturers directly to construction sites, wholesalers and DIY centres. We maintain close dialogue with end-users as well as our customers, for whom we often handle inventory control. We are responsible for maintaining agreed inventory levels, so that both customers and end-users enjoy rapid delivery times.

Our Warehouse Management System (WMS) is at the heart of our inventory control. It enables us to use FMCG technology to create new, unique and often customised logistics solutions for the construction sector.

This provides us with a real-time overview of inventories, and we maintain close contact with the

factories to enable them to coordinate their production with inventory levels and the number of orders. We are continually collecting goods from manufacturers and taking them to our warehouses, while large orders are shipped as complete loads directly from manufacturers to end-users.

Tasks performed under building materials:

- Crane lifting
- Logistics set-up with warehouse
- Transport of precast elements
- Dedicated distribution system

## Recycling

With our specialist equipment and know-how, we complete the value chains for both FMCG and building materials by transporting special waste such as packaging material and plasterboard from recycling facilities in the Nordic region to large raw material producers throughout Europe. Most items are transported in modern walking floor trailers which are specially designed for handling recycling materials.

We possess extensive experience in an area which in many countries requires specialist knowledge with regard to both transport and documentation. We also handle domestic transports as well as a rapidly growing number of biomass transports. In this way, we are helping to start the supply of new raw materials for the FMCG and building materials sectors, and in doing so we come full circle.



# What makes working at Frode so special?



## Samir Tartar

Driver

"I think it's unique because of the sense of freedom. At Frode Laursen you have plenty of freedom and lots of opportunities – if you are willing to work, of course. Also, people always appear to have a smile on their face, and there's always a lot of friendly banter."

## Elerin Ojalil

Warehouse employee, Kerava

"I think Frode Laursen is a very pleasant place to work. Everyone is fun and friendly here in Kerava – and there are excellent opportunities for professional development."



## Anja Al-Obadi

Warehouse employee, Flensburg

"Frode strikes me as being quite special as we're able to organise social activities with our colleagues. I've never experienced that in any other German company. It's fantastic. In addition, it's exciting to work in a large company which ships goods throughout Scandinavia, and I love the fact that we're given proper workwear."

## Axel Nordell

Team leader, Gothenburg

"I think it's good that the management sees and listens to the employees, and that they draw on our competences when making decisions and implementing changes. In this way, you feel part of the company, and continue to develop."



## Kristian Tarpgaard Nickelsen

Team leader, Finance department

"I think the unique thing about working at FL is the company culture. It's down to earth with a strong sense of camaraderie, and your professional expertise is respected and recognised. It's great to work in a large organisation where you can develop and learn new things and, above all, where you will be given responsibility once you have demonstrated that you are willing and able."

## Anssi Teräsraanta

Team leader, Kerava

"Frode Laursen for me is Danish expertise at its very best. I also think there's a very pleasant atmosphere in the company."



**Frode Laursen owns or co-owns several companies that are engaged in activities which are closely related to our core services, and which enables us to provide an even more comprehensive service to our customers**

## IN-STORE

### The biggest effort in the shop

Since its establishment in 1995, IN-STORE A/S has specialised in creating the best conditions for optimising shop sales for its customers: the brand suppliers. IN-STORE works with promotion, merchandising and field support in Danish retail chains, DIY stores and service stations etc. All daily activities are supplemented with data that provides the company with valuable insights into FMCG, retail, consumer trends and the market in general.

With more than 1,000 competent and committed employees in Denmark, IN-STORE performs around 70,000 jobs a year 24/7, which equates to an IN-STORE employee stepping into a shop every six minutes, every day, all year round.

IN-STORE focuses on operations, stability and competent employees, and based on its extremely high resolution rate has no qualms about giving guarantees to customers. Frode Laursen owns 100% of IN-STORE, and it is a partnership that makes sense, because it allows us to offer our customers the entire value chain from the moment the goods leave production until they land in the consumer's shopping basket.



Agri-Norcold is the food industry's biggest service partner within the field of freezing and the handling and storage of frozen and refrigerated products in Denmark. Agri-Norcold A/S was established in 1964. Since 2010, Frode Laursen has owned the company together with the Danish abattoir group Danish Crown.

Agri-Norcold has eight frozen goods terminals with a total of 750,000 cubic metres of cold storage capacity at various locations in Denmark. The cold storage terminals are all sited close to major traffic routes, ensuring optimum access.

Like Frode Laursen, Agri-Norcold is committed to running an environmentally friendly business which, among other things, has resulted in surplus heat from part of the company's cold storage facilities being used for heating in the local area.



## SKANOL

Skanol is one of Scandinavia's leading suppliers of transport and logistics solutions for the distribution of hazardous goods by road tankers. Frode Laursen runs the company as a joint venture with Uno-X Energi A/S. Skanol offers advanced logistics and distribution solutions for ADR-classified products transported by tanker, such as petrol for petrol stations and heating oil for private consumers.

Skanol was established in 2001, and has grown into a full-service logistics partner that focuses on the entire value chain. Based on the needs of its customers, the company develops know-how, processes and IT for optimised supply chain management.

## Denmark

Head office, workshop and terminal, Vitten. 27,000 m<sup>2</sup>

Logistics centre, Hørning. 86,000 m<sup>2</sup>

Warehouse – Building materials, Vejle. 34,000 m<sup>2</sup>

Terminal, Tølløse. 5,000 m<sup>2</sup>

Logistics centre, Odense. 10,000 m<sup>2</sup>

Workshop, Hedehusene. 300 m<sup>2</sup>

Logistics centre, Jyderup. 120,000 m<sup>2</sup>

## Poland

Office, FL Polska, Szczecin.

## Germany

Logistics centre, Wittenberger Weg, Flensburg. 25,000 m<sup>2</sup>

Logistics centre, Husumer Strasse, Flensburg. 64,000 m<sup>2</sup>

Warehouse, Handewitt, Flensburg. 16,000 m<sup>2</sup>

## Sweden

Logistics centre, Åstorp. 166,000 m<sup>2</sup>

Logistics centre, Angered. 27,000 m<sup>2</sup>

Logistics centre, Stenkullen. 17,000 m<sup>2</sup>

## Finland

Logistics centre, Kerava. 27,000 m<sup>2</sup>





At Frode Laursen,  
we refuse to stand still



## One big family

All members of the Andersson/Rosendahl family work at Frode Laursen's biggest logistics centre in Åstorp.

"I was the first to be employed," recalls the oldest brother Anton, adding:

"I started working here in 2009 as a temp, but then became a permanent employee, and then the others joined later."

The others are his younger sister Kajsa, his younger brothers Ola and Oliver, and Anton's partner Franciene.

"I've been asked whether I have more siblings, but unfortunately I don't," smiles Anton, who is group leader in distribution at the warehouse.

Oliver, who is group leader in Inbound, says that it is crucial that no distinction is made between work colleagues and family members.

"Out here we're all colleagues, so it's important that you don't talk privately and discuss family problems at work."

Likewise, both Kajsa and Franciene, who both work in the packing department, insist that work is not a subject of conversation at home.

"If we start, then we'll never stop," says Kajsa.

## I love being a trainee at Frode Laursen

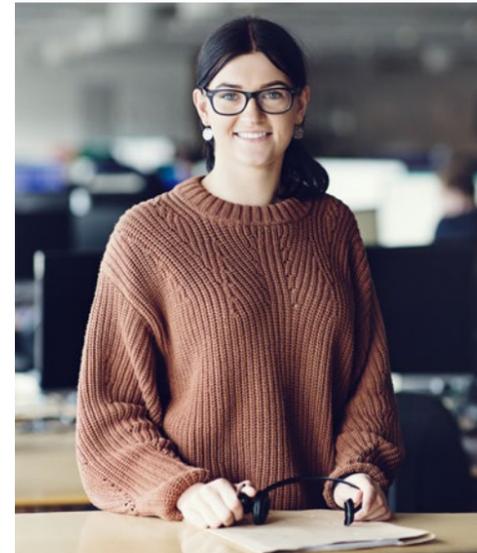
Cecilie Aarslev Papsø, an administration trainee, is one of more than 60 trainees at Frode Laursen.

"It's great! I love being a trainee at Frode Laursen. It's clear that we trainees have a high priority, and you're given responsibilities from day one," says Cecilie.

In addition to administration trainees, Frode Laursen also has finance trainees and freight forwarding and shipping trainees as well as three apprenticeship programmes: HGV driver, warehouse operator and truck mechanic.

"I thoroughly recommend becoming a trainee with Frode Laursen, because it opens so many doors in future. You're given responsibility from the start, which really helps you to develop," she says, adding:

"Although it's a big company, the social ties between colleagues and departments are very strong. And that's something I really like."



## All the opportunities you could want

Thorben Giminski started as a warehouse employee in 2012. Today, he is a team leader for 35 employees at one of our warehouses in Flensburg.

"I've gradually been given more responsibilities, and I like the fact that my working day is extremely varied, ranging from planning shipments and dealing with customers to holding white board meetings with my employees," he says.

"I like giving employees freedom and responsibility. In fact, I might be better suited to a Danish company rather than a German one, where there is a tendency to put people into boxes." No such boxes exist at Frode Laursen, which is something Thorben sets great store by.

"You are offered all the opportunities you could possibly want. It's entirely down to you. If you pull the stops out, then it'll be noticed," says Thorben.



## Frode keeps its promises

Lennart Brandt Petersen is in his mid-20s, and works as a haulier for Frode Laursen.

"My father used to work for Frode Laursen, so it was obvious for me to apply," says Lennart, who had no doubts about becoming a haulier:

"I prefer being my own boss," he says with a smile, and continues:

"And Frode's set-up, which means that you can lease the truck, meant that I was able to start up my own business." Lennart would highly recommend becoming a haulier with Frode Laursen, because as he says:

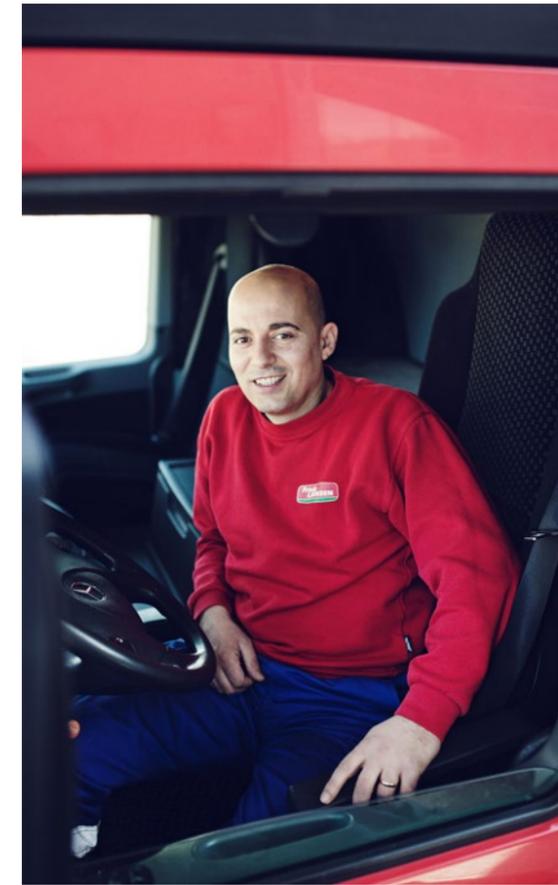
"The freight forwarders I work with are excellent, payment terms are current month +15 days, and then I like the fact that at Frode they keep their promises."



## Frode Laursen in the local community

Frode Laursen has about 2,200 employees in five countries. In some areas, Frode Laursen is one of the largest local employers. We are mindful of our social responsibility to the local communities, and at most of our locations we offer job trialling or other programmes designed to help people on the edge of the labour market.

One example is our long-standing cooperation with the state-owned Samhall organisation in Sweden, while another is our support for the Danish government's Basic Integration Education (IGU) programme, which is designed to ease refugees into the Danish labour market.



## From tailor to truck driver

Between 2016 and 2018, Hamid Hassan was employed through the IGU programme in Frode Laursen. As part of the IGU programme, he obtained an HGV licence and an ADR certificate, and today he is employed as a full-time driver for Frode Laursen.

"I love my job. In my mind, you need to look after your job in the same way that you look after your family," says Hamid, and adds, smiling: "That's why the others sometimes call out to me: 'Hamid, you must remember to take a break.' I often forget to do so, because I'm so engrossed in my work."

Hamid, a Kurdish Syrian, fled Syria back in 2012. He was issued with a Danish residence permit in 2013, and together with his wife Mayzat and their two children Dunia and Pasha, he now lives in Jutland. In Syria, Hamid had his own tailor's shop, but he has no regrets about swapping his needles and threads for a life behind the wheel.

"It's difficult being a tailor in Denmark, and I enjoy working as a driver. I'm not stuck in a shop, but I get out on the road and see all the Danish towns and cities," he says, still smiling.

## Strong collaboration with Samhall

In their black fleeces with the colourful logo at the bottom of the back, they are easy to spot at the warehouse in Åstorp.

The Samhall employees have their own area in the warehouse, where they perform co-packing tasks for Frode Laursen's customers.

"We have about 90 employees working for Frode Laursen here in Åstorp, so Frode Laursen is a big and important customer for us, and I have to say that our collaboration is excellent," says Fredrik Andersson, area manager for Samhall in Helsingborg.

The collaboration stretches all the way back to when Frode Laursen built the logistics centre in Åstorp in 2006, but it has grown steadily over the years.

"The experience and training offered by Frode Laursen is worth a lot here in Åstorp, where we have many warehouse companies. Samhall's main goal is to find regular work for our employees, the hope being that the experience which they gain will help them find a proper foothold in the labour market," says Fredrik.

Samhall's employees usually spend about three months with Frode Laursen, after which they either enter another traineeship or get a regular job; some of them have even been employed full-time at the Åstorp warehouse.

"A number of them have been taken on permanently, and it's obviously wonderful when that happens," says Fredrik.



# As far as possible per litre

Transport and trucks are unfortunately big sinners when it comes to CO<sub>2</sub> emissions and air pollution. Frode Laursen is therefore strongly focused on finding ways of minimising its emissions when transporting goods from A to B.

“We focus on four parameters: Our equipment, the fuel we use, our driving style and how much we can load the trailers,” says Jan Skov Pedersen, head of department at Frode Laursen’s workshop, and the man responsible for purchasing new vehicles for the company’s fleet.

## New fleet

Frode Laursen has one of the newest fleets in the industry. In addition to offering unparalleled safety standards, the newer trucks can drive further per litre and therefore emit less CO<sub>2</sub>.

“Ninety-six per cent of our trucks meet the Euro 6 standard, which is the most stringent. This also means that almost no so-called NOx particles are emitted,” says Jan.

Many large cities are becoming increasingly concerned about NOx particles, which in large concentrations can lead to lung function impairment and lung infections. The Euro 6 standard stipulates max. emissions of 0.4% NOx particles, while for the Euro 5 and 4 standards the limits are 2% and 3.5%, respectively.

## Full trailers

It is not just a question of how many kilometres you can drive per litre, but also how big a load you can carry at the same time. Therefore, road trains are a very good idea when looking at total CO<sub>2</sub> emissions. Using a road train, it is possible to transport 58% more goods with the same tractor unit.

“In the past five years, we have increased the number of road trains in our fleet by 35%, and we are one of the largest players in the Nordic region in terms of the number of road trains,” says Jan.



## Focus on driving style

With the right driving style, it is possible to cut CO<sub>2</sub> emissions by as much as 10%. Consequently, our drivers have been focusing a lot on how they drive in the past few years.

“In a relatively short time, we have managed to increase driving efficiency from an average of 69% to 83% among our Danish drivers,” says Jan Skov Pedersen. Driving efficiency is measured on the basis of a number of different parameters, such as, for example, coasting (when the truck is allowed to roll along in neutral) and braking.

## Alternative fuels

In 2016, we were one of the first logistics companies to invest in a biogas-powered truck, which is used for distributing goods from Tølløse in Denmark. In 2019 and 2020, we purchased eight new gas-powered trucks, which are now operating in Sweden and Germany.

“And then, of course, there is HVO biodiesel as well. This is 100% biological diesel, and can cut CO<sub>2</sub> emissions by up to 88%,” says Jan, adding:

“This solution has been a great success in Sweden, where 27% of the fuel used by our trucks in 2019 was HVO diesel.

At Frode Laursen, we are hoping that, with time, we will also be able to roll out the HVO solution to Denmark. However, as things stand at the moment, the duties are too high for us to be able to realistically use HVO in Denmark.”



## We recycle 95% of our waste

Frode Laursen produces close to 10,000 tonnes of waste a year. Therefore, it makes a big difference if we reuse as much as possible. We recycle 95% of our waste, with most of it being used to generate heat at incineration plants.

“We’re committed to making our processes even more streamlined so that in the coming years we can sort even more, and thus ensure that we can derive as much value as possible from our waste,” says Kurt Fagerlin who, as head of Frode Laursen’s co-pack department, has overall responsibility for waste sorting at our logistics centres.

“Over the past year, our focus has been on improving the waste sorting at all our locations, and on working more closely with external partners, who provide on-site advice on the best ways of handling large incineration jobs. Waste is a big thing at the moment, with ever more waste being sorted and reused, especially biological waste.”



## Technology and common sense lead to energy savings

Over the past couple of years, Frode Laursen has been very strongly focused on saving energy and minimising its environmental impact.

Our buildings department has looked, in particular, at gas, electricity and heating and, using new technology and common sense, has realised savings of at least 579 tonnes of CO<sub>2</sub>. In other words, our environmental initiatives have, in the space of just two years, saved the equivalent of the electricity consumption of 326 families and the heating consumption of 59 families. These savings have been achieved by, for example, replacing our lighting and installing heat pumps. And it doesn’t end there:

“We’re constantly finding new ways of saving energy,” says Jakob Gundal Nikolajsen, buildings manager, adding:

“Right now, for example, we’re in the process of replacing the lighting in our Swedish warehouses, and also replacing older ventilation systems with high-efficiency heat pumps. In the coming years, we will be stepping up our efforts to further reduce our energy consumption.”

Find us at:

[frode-laursen.com](http://frode-laursen.com)

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[www.linkedin.com/company/frode-laursen](https://www.linkedin.com/company/frode-laursen)



[www.frode-laursen.com](http://www.frode-laursen.com)



Frode Laursen is a family-owned Nordic company that was founded in 1948, and which is now a leading player in the Nordic region, supplying logistics solutions for consumer goods, building materials and recycling.

Our main role is making our customers' goods available to consumers – at the right time and in the right place. Our key focus is our unique 3PL solution: From factory to warehouse to shop.

Frode Laursen is a value-driven company that adheres at all times to the principles of orderliness, respect and development. We don't have heavy tomes of rules and restrictions. But we expect everything that we do and decide to comply with our eight values:

**WE ARE HERE FOR THE CUSTOMER**

**WE TAKE RESPONSIBILITY**

**WE HONOUR OUR AGREEMENTS**

**WE ALWAYS BASE DECISIONS ON FACTS**

**WE STRIVE TO IMPROVE**

**WE TREAT EVERYBODY WITH RESPECT**

**WE USE RESOURCES WISELY**

**WE COOPERATE AND PULL TOGETHER AS TEAMS**

