

Danbor takes the family name

In close cooperation with other companies in the group, Danbor has undergone radical transformation since NorSea Group acquired it just over two years ago. That Danbor takes the family name is simply a matter of course.

A happy relationship often leads to a marriage and a new name. This is the case for Danbor that now crowns its fruitful relationship with its owner, NorSea Group, by taking the family name. From today, Danbor changes its name to NorSea Denmark.

"Danbor has undergone radical transformation since NorSea Group acquired it just over two years ago. We have upgraded the organisation, implemented LEAN and invested in digitisation and automation. All of these initiatives ensure that we can offer our customers and business partners even better, more cost-effective services. We have also streamlined our operations and processes with a view to making them even safer," CEO Jørn Bue Madsen explains.

These developments are unfolding in close cooperation with the company's owner, NorSea Group – a global supplier of base operations and full-service logistics solutions with 50 years' experience and financial capacity. NorSea Group is owned by the global maritime industry group, Wilhelmsen, and the shipping companies, Møkster and Eidesvik.

"We are now an integral part of the NorSea Group family and taking the group name completes the picture. It is simply a matter of course," says Jørn Bue Madsen.

"Our new identity sends a strong signal to current and potential customers that we are one of Europe's strongest multi-service suppliers to the offshore industry and an integral part of a leading global industrial group. The name NorSea Group Denmark boosts our message to the market that, when they work with us, customers have access to a wealth of expertise, appreciable resources and a global network."

To underline his point, Jørn Bue Madsen emphasises that, as part of the transition process, NorSea Group Denmark has begun comprehensive refurbishment of its headquarters at Kanalen 1 in Esbjerg.

"We seek to create an innovative working environment at our modernised headquarters. Offshore oil & gas companies and offshore wind companies will be able to rent office space and work together to develop products and services for tomorrow's supply chain," he explains.

Cementing the company's transformation, the new headquarters will be completed early in 2018.

Facts about NorSea Group Denmark

NorSea Group (formerly Danbor) was established in 1974.

The company was taken over by NorSea Group, Norway's leading supplier of base and logistic services to the offshore industry.

NorSea Group Denmark operates the biggest supply base in Denmark.

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Billedtekst:

CEO Jørn Bue Madsen and the management team welcomed all employees this morning to celebrate that the company has been rebranded.