

Deco Group A/S styrker sin position i gardinbranchen

Deco Group A/S har den 29. august 2025 opkøbt brandet UNIG® (UNIGgardin.dk) og samler det med koncernens eksisterende brand, nyegardiner.dk, under navnet UNIG®. Det markerer et vigtigt skridt mod at blive Danmarks største gardinaktør med fokus på gardiner i specialmål. En ny webshop åbner den 1. oktober 2025.

Baggrunden for opkøbet af brandet

Overtagelsen af UNIG® understøtter Deco Groups strategi om at skabe en god, tillidsfuld og gennemsigtig oplevelse, når kunder køber gardiner. UNIG® er et af Danmarks mest kendte online-gardinbrands, hvilket styrker Deco Groups digitale position. Med sammenlægningen forenes det bedste fra begge verdener i ét stærkt brand, hvor UNIG®s online-tilstedeværelse kombineres med erfaringerne og mulighederne fra Deco Group. Ambitionen er at skabe et stærkt fundament for fremtidens gardinløsninger.

”Med opkøbet af UNIG®-brandet samler vi det bedste fra online og gardinbus-besøg under ét stærkt navn. Vi bygger videre på det, der allerede fungerer – så kunderne trygt kan købe gardiner på deres præmisser. Samtidig er det et vigtigt skridt mod at blive Danmarks mest synlige og kundevendte gardinbrand,” siger Christian Fast, CEO i Deco Group.

Hvilken betydning har opkøbet for fremtiden?

Markedet er i forandring, hvor stærke digitale brands vinder frem. Med UNIG® i porteføljen står Deco Group stærkt til at lede denne udvikling i Danmark – ikke kun gennem opkøbet af brandet, men også ved at styrke kundeoplevelsen med nye, gennemtestede løsninger.

Indtil det nye UNIGgardin.dk åbner den 1. oktober, kan kunder fortsat købe gardiner og bestille gardinbus på nyegardiner.dk. Ordre lagt på UNIGgardin.dk inden overtagelsen, leveres (og eventuelt monteres) af den tidligere ejer, mens Deco Group overtager alle garantiforpligtelser.

Hvem er Deco Group?

Deco Group står bag fem brands: DEBEL®, Kirsch®, SEGA, Gardinbus.com og nyegardiner.dk. Virksomheden er blandt de førende på markedet inden for solafskærmning, både til private og fagfolk, og har et stort fokus på udvikling og vækst. Sortimentet rummer gardiner og markiser – både som standardløsninger og i specialmål.

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Deco Group A/S strengthens its position in the curtain industry

On 29 August 2025, Deco Group A/S acquired the brand UNIG® (UNIGgardin.dk) and merged it with the Group's existing brand, nyegardiner.dk, under the name UNIG®. This marks an important step towards becoming Denmark's largest curtain provider with a focus on custom-made curtains. A new webshop will open on 1 October 2025.

Background of the acquisition

The acquisition of UNIG® supports Deco Group's strategy to offer a trustworthy, transparent, and seamless customer experience. UNIG® is one of Denmark's most recognised online curtain brands, which strengthens Deco Group's digital presence. The merger brings together the best of both worlds in a single strong brand, combining UNIG®'s online expertise with Deco Group's experience and capabilities. The ambition is to build a strong foundation for the curtain solutions of the future.

"With the acquisition of the UNIG® brand, we're uniting the best of online convenience and in-home consultations under one strong name. We're building on what already works – so customers can confidently buy curtains on their own terms. At the same time, it's an important step towards becoming Denmark's most visible and customer-centric brand," says Christian Fast, CEO of Deco Group.

What does the acquisition mean for the future?

The market is evolving, with strong digital brands gaining ground. With UNIG® in its portfolio, Deco Group is well-positioned to lead this transformation in Denmark – not only through the acquisition itself, but also by enhancing the customer experience with new, thoroughly tested solutions.

Until the new UNIGgardin.dk launches on 1 October, customers can continue to buy curtains and book in-home consultations at nyegardiner.dk. Orders placed on uniggardin.dk before the acquisition will be fulfilled (and installed if selected) by the former owner, while Deco Group assumes responsibility for all warranty obligations.

About Deco Group

Deco Group owns five brands: *DEBEL®*, *Kirsch®*, *SEGA*, *Gardinbus.com* and *nyegardiner.dk*. The company is one of the leading players in window coverings for both private consumers and professionals, with a strong focus on development and growth. The product range includes curtains and awnings – both as standard solutions and custom-made.

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