



PRIVATE EQUITY IN ACTION - CASE STUDY

Permobil



THE POWER OF MOBILITY

Country	Sweden
Region	Västsverige
Investor	Nordic Capital

When Nordic Capital acquired Permobil in 2006, the business was a family-owned specialist wheelchair manufacturer with international ambitions. Nordic Capital's investment approach was to build upon Permobil's reputation for innovation.

This included supporting investments in research & development to create new products and improve the company's supply chain. By 2013, when Nordic Capital sold Permobil, the company's sales had doubled and the business had become the world's leading manufacturer of powered wheelchairs.

What did the business need?

- Capital for international expansion
- Operational expertise to support expansion plans and increase productivity
- Finance for new product development

How did private equity backing create lasting value?

- Improved the supply chain to reduce delivery times
- Investments in new factories to increase production capacity
- Investments to improve product quality
- Boosted R&D capabilities to improve existing products and developed new ones
- Adopted best-in-class business and management practices

What outcomes did private equity investment achieve?

700

employees, up from 470 over 7 years

>2/3

reduction in delivery times



Permobil has been transformed over the past seven years from a family firm into an international market leader with the support of Nordic Capital.

JON SINTORN
CEO
Permobil

- Grew employee numbers from 470 to 700 during investment
- Reduced product delivery time from more than 30 days to eight days
- Increased global market share from 19% to 25%
- Increased revenues by 7% annually (2005-2012) and improved profitability
- Several industry awards received by Nordic Capital for the investment, including for operational excellence

More information

[Permobil](#)

[Nordic Capital](#)

