

PRESS RELEASE

Borlänge, 15 april 2025

# Sacci makes strategic acquisition to support continued growth



*Sacci, the venerable company with roots dating back to 1914, is currently in the midst of a powerful growth journey under the leadership of the fourth generation and today announces a strategic acquisition as part of the company's continued expansion. The company is now taking yet another strategic step forward through an acquisition that strengthens both expertise and capacity – a key element in Sacci's ambition to broaden its verticals and accelerate growth.*

*Today, Sacci is a leading B2B player in advanced carrying equipment – bags, backpacks, harnesses, and belts – for defense, healthcare, police, and the private label market. With a clear focus on functionality, quality, and design, the company is now preparing for the next phase – an offensive initiative toward the defense industry, entry into the consumer market, and the construction of an entirely new headquarters under its own management.*

The current acquisition is part of the long-term strategy and brings valuable expertise in leather and hide craftsmanship, while also enabling a higher proportion of Swedish-made products – something the market is increasingly demanding. Sacci is shifting into high gear – and the future is being carried forward by innovation, tradition, and full-throttle expansion.

The company was founded in 1914 by the Haglöf family and was the foundation for the Haglöfs brand. Since Julia Haglöf, 31, took over as CEO in 2021 – becoming the fourth generation to lead the family-owned company – Sacci has increased its revenue by over SEK 100 million. Under her leadership, the company has transformed into a modern growth enterprise, and in 2024 she was named Sweden's top female entrepreneur by EY.

With a clear ambition to become the market leader in carrying equipment, Sacci is now preparing both organizationally and structurally for the future. A major recruitment wave is underway, and in parallel, construction has begun on a new, state-of-the-art headquarters – a strategic investment that not only enables continued growth, but also includes a development center, showroom, and expanded Swedish production capacity.

## Sacci Group

Sacci is now taking a strategic step forward in its growth journey through this acquisition, which adds both cutting-edge expertise and capacity – becoming a key component in the company's continued focus on Swedish production. The acquired company brings specialist knowledge in leather and hide craftsmanship, strengthening Sacci's offering and broadening its portfolio within the premium segment.

The acquired company, Fauna, is a Swedish company based in Rättvik, Dalarna. Founded in 1990, Fauna specializes in industrial sewing and product development within carrying systems and ergonomic solutions.

"The acquisition of Fauna is fully aligned with our long-term growth strategy and global expansion journey. It creates positive synergies between the companies, adds expertise in leather and hide, and expands our Swedish production – all of which are increasingly in demand by the market," says Julia Haglöf, CEO of Sacci.

"Becoming part of Sacci feels both exciting and inspiring. Fauna and its team will now have access to increased resources, strengthening our competitiveness. We believe in Swedish production with a focus on sustainability, and through Sacci's acquisition, our combined offering will become even stronger – benefiting both existing and new customers. Being able to help create Sweden's leading company in the development and production of ergonomic carrying systems for professional users alongside Sacci is incredibly exciting," adds Henrik Othelius, CEO of Fauna.

The acquisition will also play a crucial role in Sacci's growing focus on the defense industry, where the company sees a rising need for local production.

"We see a clear shift toward more local production, especially within the defense segment. This acquisition marks a major step in the right direction – both strategically and in terms of values," continues Julia.

Sacci develops and manufactures carrying equipment for professional users in defense, healthcare, police, and the private-label market. The products are made from both textile and hard materials – such as plastic and aluminum – in production facilities located in Sweden, Portugal, and Asia.

"Our development department creates products in close collaboration with the end user – because we know that understanding the end user is the key to everything. We don't just make products – we solve problems, simplify everyday life, and create safety for those who use our solutions. With over 100 years of experience in developing carrying equipment for demanding industries like the armed forces and complex manufacturing sectors, our expertise is truly unique," says Julia.

The company is also preparing to enter the consumer market with functional, design-driven products aimed at a conscious audience that values quality and design. A major part of this effort is the new headquarters in Borlänge, currently under construction. The building will house a development center, showroom, retail space, and expanded production capacity in Sweden.

"We're not just building an office – we're building the Sacci of the future. This space will be a hub for innovation, creativity, and collaboration – bringing the heart of our operations together under one roof," Julia Haglöf concludes.

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