

## **Daniit becomes part of Init.**

**With the acquisition of Danish Daniit, Init expands its offerings to the industry and at the same time strengthens its position on the Danish market with locations in Sønderborg, Odense and Rødkærsbro.**

Init was established in January 2022 with the merger of Danish Picca and PD-Automation, and includes Swedish-Norwegian Acobia, Swedish Martensson Consulting and the Danish companies Logimatic, AN Group, Inuatek, 3Tech Automation, ProjectBinder, MBB Consult and now Daniit.

Since 1968, Daniit has provided automation and industrial IT services for control, regulation, monitoring, and data collection, as well as being a leading manufacturer and supplier of customized electrical panels. The company is headquartered in Sønderborg and currently has 40 employees.

Henning Kongstad, CEO of Daniit says: “Daniit is particularly strong in, among other things, water treatment for land-based fish farming facilities (RAS facilities), providing advanced process control to ensure environmentally sound water biology. Daniit also has many years of knowhow in the development of process controls for feed and asphalt factories. We therefore look forward, as part of Init, to becoming an even stronger partner in and outside Denmark. In addition to this, we look forward to working together on becoming a leading supplier with a wider range of competences and solutions for the benefit of all customers.”

Daniit will maintain its current activities, including work and project approaches, and the former management of the company will continue with a stake in the ownership of Init.

Henrik Jensen, CEO of Init says: “Daniit will especially contribute to our joint group with competences in software programming, process knowledge and specialized solutions for feed factories, fish farming and the water treatment industry. Thus, we take another step towards our ambition to become the Nordic region's leading supplier of industrial IT and automation solutions for the industry. Together with Daniit, we look forward to creating an even stronger group for the benefit of our customers and employees.”

With Daniit joining the group, Init now has approximately 460 employees at locations in Denmark, Sweden, Norway, Serbia and Spain.

#### **About Daniit:**

Daniit has provided automation and industrial IT services within control, regulation, monitoring, and data collection since 1968. Daniit is also wellknown as a leading manufacturer and supplier of customized electrical panels. The company is headquartered in Sønderborg and currently has 40 employees. Read more about Daniit at [www.daniit.com](http://www.daniit.com).

#### **About Init:**

Init is a group of software companies providing sustainable, innovative, and long-term industry-specific automation solutions to a wide range of manufacturing companies in Scandinavia and abroad. Init was established in January 2022 and today consists of 10 automation companies with around 460 highly qualified employees at locations in Denmark, Sweden, Norway, Serbia and Spain. Read more about Init at [www.initgroup.io](http://www.initgroup.io).

#### **About Axcel:**

Axcel was founded in 1994 and is a Nordic private equity fund focusing on investments in medium-sized companies with a broad base of both Nordic and international investors. Over the past 25 years, Axcel has raised six funds with total capital commitments of EUR 2.8 billion. The funds have made a total of 64 platform investments with more than 150 add-on investments and 48 exits. Read more about Axcel on [www.axcel.dk](http://www.axcel.dk).

#### **Further information:**

##### **Init:**

Henrik Jensen, CEO

Phone: +45 20 20 52 30

Mail: [hhje@initgroup.io](mailto:hhje@initgroup.io)

##### **Daniit:**

Henning Kongstad, CEO

Phone: +45 73 42 36 86

Mail: [hek@daniit.com](mailto:hek@daniit.com)

**Axcel:**

Christoffer Müller, Partner

Phone: +45 29 38 53 66

Mail: [cm@axcel.dk](mailto:cm@axcel.dk)

Christian Schmidt-Jacobsen, Managing Partner

Phone: +45 21 78 36 97

Mail: [csj@axcel.dk](mailto:csj@axcel.dk)

