



REHASENSE

Press release

Rehasense appoints Advanced Mobility Representative Sweden

Rehasense is pleased to announce that Mats Laveborn has been appointed as Advanced Mobility Representative for Sweden.

In his new role, Mats will be responsible for growing the already established Rehasense brand in Sweden and building a network of dealers to ensure people in Sweden can easily access the range of Rehasense mobility solutions.

Mats bring with him a wealth of industry experience and expertise and as a wheelchair user himself, Mats can truly empathise with the needs of the dealer and the end user. Over the last 30 years, Mats has been involved in turning round 12 companies in various CEO roles and this business experience will also be extremely valuable.

“I have always admired the Rehasense brand and product portfolio and I am delighted to be joining such a great organisation. Having been a wheelchair user since a traffic accident at the age of 15 I have first hand experience of how mobility products have evolved over the years and I know more than most what people with reduced mobility are looking for and fully appreciate the superb design and build quality of every Rehasense product” commented Mats.

“On behalf of everyone at Rehasense, I am delighted to welcome Mats to the team. We are always looking to build our global network and Mat’s appointment in Sweden is the latest step in the organic growth of Rehasense. Matt’s ability to understand the needs and at times frustrations of the end user when they are trying to increase their independence will undoubtedly be beneficial to Rehasense and our customers in Sweden” commented Henrik Grostøl Nielsen, Business Manager Europe of the Rehasense Group.

If you would like to speak to Mats to discuss potential dealer opportunities do not hesitate to call +46 722 325 090 or email mats.laveborn@rehasense.com. You can view the full Rehasense product range at www.rehasense.com

About Rehasense

Rehasense is a global company with Danish roots. CEO of the Rehasense Group is Roger Dutton. Rehasense specialises in innovative quality products for the rehabilitation market with focus on safety, design and functionality. The product range includes mobility aids such as rollators, wheelchairs, power add-ons as well as care beds, transfer aids and ramps. The European regional executive offices are in Denmark and Germany, with the customer services and logistics hub in Poland.

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