



Retail

Trusted retail partner





+2,000
employees worldwide

+90
export countries

+38,000
products

€850 MIO
in revenue (2021/22)

More than a supplier

ABENA is a family-owned Danish manufacturer and wholesaler established in 1953. Since then, we have offered quality products to industrial companies, the food industry, and retail. Today, we have grown into a global player with own production sites, sales companies, and sourcing offices worldwide.

Our mark of quality is our blue ABENA logo. It ensures we vouch for every product we supply, manufacture, and sell. The brand is a symbol of the core values that our business and daily operations are founded on – Trust, Fairness, and Cooperation. These are characteristic of our corporate culture and evident throughout each of our partnerships.

Our fine-tuned sourcing setup and extended experience have made us a trustworthy and significant supplier for a large number of retail chains and wholesalers in Scandinavia. We do that by offering integrated solutions for various retail needs – from premium brands to private labels.

We look forward to working with you!



We make it our business to know more

Through our 25 years of experience delivering products to retail shops and online marketplaces, we possess extensive knowledge of forming successful partnerships. We do that through three cornerstones: listen, develop, create.

We listen to your challenges and your goals, taking a customer-centric approach to business. We take our time to know more, ensuring we deliver the right solutions for your strategy.

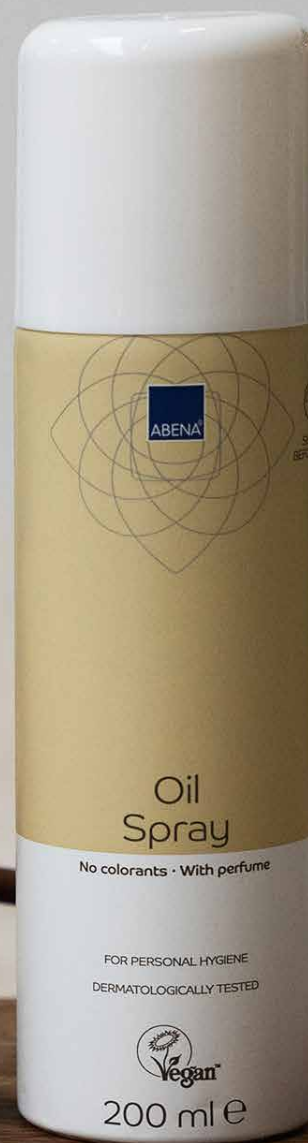
We develop products in collaboration with you based on market trends and customer demand – delivering an assortment that makes your business grow. At ABENA, we offer both product concepts and individual products.

We create opportunities through our strong sourcing setup that enables us to supply the right quality at the right cost. We take responsibility for everything from manufacturing and distribution to quality standards.

Our retail collaboration is based on offering integrated concepts for various everyday needs.



Six complete,
shelf-ready
retail solutions



Retail concept solutions

It's easy to do business with ABENA. Our market approach means we do not only deliver products – we offer complete and shelf-ready solutions built around everyday needs, lifestyles, and interests.

These solutions are embodied in our six retail concepts that cover simple and modern home products, essentials for baby and mom care, dining and cooking solutions, personal or elderly care, and daily care for pets.

To ensure you the best possible market-leading position, we always consider competitive parameters – such as market trends, price, and quality – before launching the right concept.

Premium brands

At ABENA, we focus on innovative solutions, products, and packaging. Our premium brands are developed based on our knowledge of the end consumer's needs and preferences. During the entire product cycle, ABENA is your trusted partner taking care of product selection and development, support, and branding. Our two Premium brands for retail are Bambo Nature and ABENA Light.

Parents have loved and trusted Bambo Nature products for more than 40 years. The brand is primarily known for its soft and ecolabeled diapers. In addition, we have introduced a new range of skin-friendly baby and childcare products including wet wipes, skin care, bed mats, and changing mats.

ABENA Light is our premium range of thin, discreet pads for light to moderate incontinence needs. The series is designed specifically for an active lifestyle for women and men. A brand characterized by softness, comfort, discretion, and high quality– assured by the Nordic Swan Ecolabel.





Please note that the certifications only relate to the individual products they appear on.

Packer's Brands

ENA LIVING and ESSENTIALZ are ABENA's Packer's Brands. Our sourcing setup allows us to balance cost and quality with high margins for our retail partners. We take full responsibility for packaging design, ensuring a uniform presentation of the product range. At the same time, we focus on cost leadership as Packer's Brands are an alternative for retailers to private-label products.

All our products come in different qualities suiting your specific need. They maintain a high quality level in their respective categories and can be used professionally and privately. Many of the products are packed in consumer pack size ideal for cash and carries as well as online marketplaces.

Our ENA LIVING product range offers beautiful and functional products for everyday use at home - in the kitchen or bathroom.

ESSENTIALZ is our expression for simple, essential, everyday traded goods of fair price and quality.



A close-up photograph of a rectangular wooden brush with light-colored bristles. The brush is positioned diagonally on a dark, speckled surface. In the background, a white ceramic bowl and a dark object are partially visible. A thin, dark cord is attached to the side of the brush.

High profit margins due to
cost and quality optimization

Private label

For 35 years, we have been forming valuable partnerships with our customers. We focus on timely deliveries and search the world for solutions specific to our customers' businesses to grow their brands.

By closely monitoring the global markets and converting our product know-how, we are able to form strong private labels. We assist our customers in developing new products based on global consumer trends and regulatory changes.

Our large production facilities and sourcing setup enable us to manufacture products quickly and at lower costs. We specialize in cross-border selling, meaning if you have a location in several countries, your private label will be handled centrally from Denmark with global and local support.

All our products and concepts are available as private labels.



Own production
delivers products fast
and at lower costs



ABENA climate targets 2030

70%

Bio-based
products

70%

CO₂ reduction

70%

Ecolabeled
products

Our Sustainable Development Goals

7 AFFORDABLE AND
CLEAN ENERGY



8 DECENT WORK AND
ECONOMIC GROWTH



12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



15 LIFE
ON LAND



CSR and sustainability

– a part of our DNA

For more than 20 years, ABENA has been working actively and passionately with sustainability, and our work is well-documented. We help you set concrete goals for how you and your company can become more sustainable by collaborating with ABENA.

- We have great ambitions to be our customers' most trusted supplier. Therefore, we have committed to these ambitious climate targets.
- We want to minimize our energy consumption, reduce CO₂ emissions, and change to renewable energy sources across our production and office facilities.
- We want to increase our workforce and secure safe and equal working conditions for our own and our suppliers' employees.
- We want to minimize our environmental impact and limit waste through a circular economy approach while also optimizing the use of raw materials.

BECAUSE WE CARE

We source the world for you

Partnering with ABENA means gaining access to our proven business setup. Over the years, we have fine-tuned our sourcing through trusted partnerships all over the world. This has resulted in in-depth knowledge of raw materials, supply chain, and distribution from manufacturer to your doorstep.



Global Sourcing Setup

We source directly from the manufacturer and always find the best quality at the right price.



Own Production

Our production is quickly adaptable to customer demand while giving our customers the best price for the right product.



Logistics Setup

We distribute from modern, high-tech distribution centers ensuring fast deliveries worldwide.



One-stop-shop solution

We have collected all our high-quality products and solutions in one place to save our customers time and money.



Experience

We know our products down to the smallest detail and are used to developing solutions for professional use.

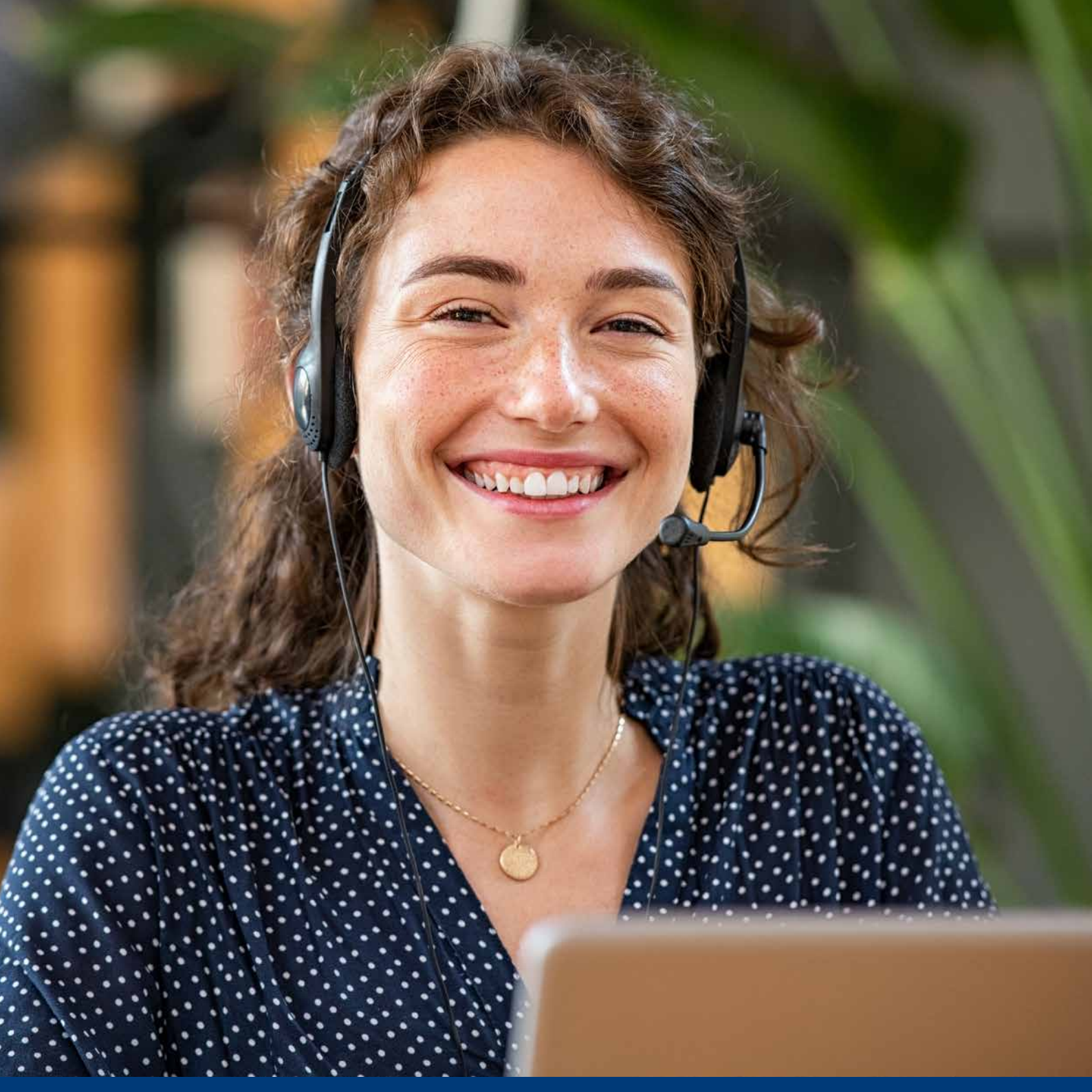


5,000

In 2022, we moved
5000 containers.



Visit ABENA



Contact us

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**Think
global,
act local**

+40

**ABENA employees
in Asia**

Our 40 years of sourcing experience make it easy being an ABENA customer. We go to great lengths to establish valuable partnerships with our customers and partners worldwide. And we help find and develop unique solutions tailored to any business.

Through our global sourcing setup, we:

- source directly from the manufacturer based on customer demands.
- can supply over 38,000 products quickly and consistently.
- utilize the know-how of our 40 local product and sourcing specialists to find the best quality at the right price.
- establish close relationships with our suppliers, ensuring that contracts, certificates, and approvals are always up-to-date.
- constantly test and control our sourced products to ensure they adhere to our strict quality standards.

www.abena.com