



ÅF acquires leading design and user experience agency inUse

With the acquisition, ÅF becomes the largest actor in service design and user experience in Sweden and will have sales of more than SEK 200 million. The acquisition is a part of ÅF's strategic initiative in digitalization and design.

inUse's clients include AstraZeneca, Ikea, SL and Panasonic. In addition to digital design solutions, inUse also conducts training activities and arranges Scandinavia's largest conference in service design and user experience, "From Business to Buttons".

ÅF has a strong base in architecture, landscape architecture, light and industrial design and is now Sweden's largest player in service design and user experience. With the acquisition of inUse, ÅF has a total of around 600 employees in design and architecture.

– User experience and the interaction between people and technology are increasingly important, including in the development of smart cities and digitalization of industry. The market is growing fast. By combining ÅF's expertise in industry and infrastructure with inUse's expertise in service design and user experience, we create a unique offering, says Jonas Gustavsson, President and CEO of ÅF.

inUse will keep its name and brand and, together with ÅF's operations in design, will form a new business area in ÅF's Technology division (Digital Solutions division as of 1 January 2018).

– Together with ÅF, we are able to offer our clients a broader and more complete range of solutions and services. For our employees, this further entails an opportunity to work in more projects of interest with a wide scope, says Kjell Persson, CEO of inUse.

inUse has 100 employees based in Stockholm, Gothenburg, Malmö and Denver, USA. The company has annual sales of around SEK 90 million. inUse will be consolidated by ÅF as of the month of November 2017.

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