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Roliba – heading toward a more sustainable business

The story of Roliba in short...

The history of Roliba goes way back – in fact all the way back to 1892 on West Funen. It began as a rope factory in Ejby, founded by the Rasmussen family, who started a production of natural ropes made primarily of Hemp and Sisal for harvest binders.

In the mid-1960's the company was continuously transformed into an import and trading company. The range became wider and the seeds of today's Roliba were made. In the mid-1990's, the 3rd generation of the Rasmussen family decided to move the company to Odense, home of the famous Danish author Hans Christian Ander-

sen. At the same time and in connection with a change of ownership, the company changed hands and name into Twine & Rope A/S.

In 2011, the company Brommann A/S (located in Sønderborg) was acquired, and all activities were gathered under one roof at Hvidkærvej 52 in Odense SV. Today we



are far more than a "Rope & Yarn" company and for this reason we changed our name again into Roliba A/S – **Rope, Light & Building Articles.**

Our domicile is still located in Odense and we have a total of 7,500 m² of office and warehouse under the same roof. Roliba A/S is a modern Danish-owned trading company located in the B2B market and we deal with a wide range of quality prod-

ucts for DIY stores, the electricity industry and office supplies. Our company today cooperates with wholesalers in several product ranges of approx. 10.000 item numbers in stock, containing both own brands and agencies from most

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of the world. We service and ship goods daily to our customers throughout the Nordic region.

In the old days, Ropemaker Rasmussen's motto was "that customers shall always have the same product, quality and packaging" and we at Roliba want constantly to enforce and refine this spirit in a contemporary perspective.



Rasmus Peder Rasmussen and family – approx. 1910.

Sustainable product development

And optimizing our range in a world where unnecessary packaging does not just disappear, is very important for us. We believe that it is a necessity if we want to meet the increasing demands for packaging from our customers.

We want to move Roliba in an even more climate-oriented direction. As far as possible, all our products must be sustainable, certified according to European standards or at least have a sustainable footprint – this applies to working gloves with recycled materials, FSC-certified® wooden handles & blocks on our brushes and broom series – just as our Premium plastic broom series is predominantly made of recycled plastic.

The latest addition is a durable and flexible rope made from collected PET bottles on the beaches of Brazil. Of course, we are aware that we

primarily sell products for construction, which is why we want to take responsibility for ensuring that, for example, redundant cardboard and plastic do not leave a massive

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imprint on the construction site or in private homes – packaging that subsequently just needs to be disposed.

Here we believe that we make a difference. We are absolutely sure, that a position on reducing unnecessary packaging and to use recycled materials in our products, will be a contin-

uous, expected and increasing demand from the consumers. On the long run, we believe that the collection and disposal of packaging on construction sites will become a requirement for suppliers and thus us – so we will prepare for this and are convinced that this ultimately provides great value for our customers.

The importance of reuse and recycling is essential for all of us, and this is more and more taken for granted by our customers – both now and in the future. Leading the way for a company of our type and size is quite unique.

We cannot reach our goals overnight, but all small and large initiatives make a difference in the global climate balance. ■



Roliba - a success story

The trading and service company Roliba in Odense has been an owner-managed company for more than 100 years. And that's how it will stay. The change of ownership took place in 2021 as part of a generational change, in which Tommy G. Christensen sold his shares to Niels Sunke, who thus became the new CEO of the company's 20 employees.

"Today, Roliba is stronger than ever, and I confidently hand over the keys to Niels Sunke, who has been an important and trusted employee in management since 2017. Rather than selling to another company, I believe that Niels is the right successor to lead the exciting development and growth journey that Roliba is on, and at the same time ensure that the company stays in Odense", said Tommy G. Christensen, former owner.

For Niels Sunke, the new owner and director, it is crucial to continue Roliba in the same spirit.

Since Niels Sunke joined as Sales & Marketing Director in 2017, Roliba has had a special focus on digital development, which has gained momentum with the acquisition of an administrative robot. By automating simple and rule-based processes, Roliba has optimized administrative functions and thus freed up resources for more development.

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Vision & Mission

Vision: "We want to be the most dynamic, digital, and profitable trading company that is the market leader in the selected segments".

Mission: "We offer sustainable customized assortments and know-how to wholesalers delivered from day to day in consistent quality, ensuring customers a wide range of own products and agencies".



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