

Solentro – Make your own book – welcomes Peter Jungbeck as chairman

Peter Jungbeck has been elected as chairman for Solentro. Simultaneously a directed new share issue has taken place precedence Peter Jungbeck AB. The founders of Solentro, the brothers Hampus & Tobias Schildfat comments the news:

-We weren't looking for an investment but when we met Peter Jungbeck an interest arouse from both sides. We realised that we could create an even more competetive company together, says Tobias Schildfat.

-Peter's experience from the e-commerce business and his company's world-wide expansion fits Solentro's future plans, says Hampus Schildfat.

-Besides that we share the same values on how to build a long-term relationship, both personal and professional, Hampus Schildfat continues.

Peter Jungbeck comments his endeavor like this:

-Decisive for me when I make an investment are the entrepreneurs. Hampus & Tobias are two very experienced and competent entrepreneurs. They are passionate about their idea and they have already proven that they can create something from scratch. Solentro is an exciting business with great potential.

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Peter Jungbeck

In 1982 Peter Jungbeck established EuroFlorist to service Swedish florists with a better floral order relay system and pioneered online Internet flower ordering in Sweden 1995. Today EuroFlorist is the largest florist member relay network in Europe.

Peter Jungbeck has been the CEO from the start until he resigned in September 2008. He is still a major chairholder and member of the board, the company's turn over is approximately 65 million EURO and has subsidiaries in ten countries.

Hampus & Tobias Schildfat, brothers and founders

In February 2008 the brothers launched www.solentro.com preceding a book which they created to their father on his birthday with help from friends and family. The book was highly appreciated, not only by their father, but also by friends and relatives who now started to order similar books. With that a seed had been planted and a company grew.

To learn more about Solentro please visit www.solentro.com, for images and other relevant information see www.solentro.com/press. Journalists who wish to know more please contact: Tobias Schilfat, +46 (0) 702-28 35 97, tobias@solentro.com