

New Business Area Director Ballingslöv International

Lars Bay-Smidt is appointed Business Area Director of Ballingslöv International from the 2nd of May 2016.

Lars is 47 years old and has comprehensive kitchen experience after 8 years in Nobia, most recently as Executive Vice President, Nordic region and Head of Commercial Denmark.

Lars will operate as CEO of Ballingslöv Danmark A/S with responsibility which includes the Danish companies; JKE Design/xInt, Multiform and DFI-GEISLER. He will also be a member of the Group Management Team for Ballingslöv International and will report directly to me.

Malmö 31st of March 2016

BALLINGSLÖV INTERNATIONAL AB

Anders Wassberg
CEO

kvik 

Ballingslöv



JKE
DESIGN

MULTIFORM

DFI-GEISLER 

xInt

DRØMME
KJØKKENET

paularosa | manhattan