

Grow and NINE join forces – creating a new offering within branding and innovation

Brand development agency Grow strengthens its strategic innovation and packaging design offering by joining forces with design and innovations agency NINE. Together, 50 employees will be based at Grow’s office, at A House in Östermalm.

“Innovation has become a crucial factor for brands today to secure a long-term competitive edge. To succeed in today’s market, brands need both a clear innovation strategy and a relevant product and service offering. With NINE, we strengthen our competence even further within the realm of idea generation, prototyping, digitalisation of products and services, says Johan Almquist,” CEO at Grow.

Since 2004, Grow has been known for its holistic view on brand development, where innovation has always been a central part of the agency’s offering.

“With the acceleration of digitalization, the physical packaging has become even more important. Tomorrow’s packaging will be connected, offering intelligent services, which will make it possible to create new brand and business opportunities,” says Almquist.

Grow will continue to develop its holistic offering with the goal of creating value along the entire customer journey. The new company will continue to be called Grow and will be owned by partners from both agencies. BillerudKorsnäs, a former majority shareholder of NINE, will become a minority shareholder and work closely together to create innovations within packaging.

“Grow’s long experience of brand-driven business development combined with our deep competence within insight, innovation and packaging design means that ours is one of the market’s strongest offerings within innovation,” says Liselotte Tingvall, the former CEO of NINE, currently Head of Insight & Innovation at Grow.

Some of Grow’s clients:

The Absolut Company, Altia, BillerudKorsnäs, BoConcept, BRA, Cabonline, Carlsberg, Carnegie, Chanel, Coop, Den Norske Bank, Easypark, Electrolux, Eniro, Fortum, Fiskars, H&M, ISS, KONE, Lindex, L’Oreal, Memira, Paulig Group, Pernod Ricard, Postnord, Stockmann, Telia, Tikkurila, TUI, Volvo, ÅF