

Cecilia Winther appointed Managing Director of JKE Design

Cecilia Winther has been appointed Managing Director of JKE Design effective 15 September 2026. She succeeds Freddy Lauridsen, who has decided to step down after successfully leading the company since 2022.

During Freddy's leadership, JKE has strengthened its position as one of the leading premium kitchen brands in the Nordics, with a strong focus on design, customer experience and sustainability. JKE is also recognized as one of Denmark's best workplaces.

Cecilia brings extensive leadership experience from the kitchen industry, having held senior positions within both TCM Group and Nobia. With her strong commercial and industry background, she will continue to strengthen JKE's position as a leading Nordic kitchen brand.

We warmly welcome Cecilia to JKE Design and Ballingslöv International and thank Freddy for his significant contribution to JKE Design and wish him all the best in the future.

Cecilia will report directly to the undersigned.

Malmö August 25, 2026

BALLINGSLÖV INTERNATIONAL AB

Björn Hauber
Group CEO