

Nitro and Luovia merge to form Finland's leading digital marketing company

TS-Group company Luovia Oy has acquired the business of Nitro FX Oy, becoming Finland's leading multichannel marketing services and e-business expert. The new company has 85 employees and is one of Finland's premier marketing companies.

The new company is an even stronger e-business partner to Hansaprint, enabling us to provide end-to-end targeted and digital marketing services to improve the value of our customers' marketing communications, comments Hansaprint Group's CEO and Luovia Oy co-founder and Board member Timo Ketonen.

- Nitro is a well-known company in its field, with a ten-year history. Nitro's planning, film and 3D capabilities complement well Luovia's expertise in content and systems production. This is one step in our long-term strategy for marketing communications and e-business competence, comments the Chairman of Luovia's Board, Heikki Ketonen.

The new company has offices in Helsinki, Turku and Lahti. The Managing Director of Luovia Oy and the new company is Leevi Parsama. Nitro FX's Managing Director Pasi Hiltunen continues as head of the new company's Helsinki unit's Sales and Customer relationships.

- Marketing is becoming more individual, and its effectiveness needs to be verified significantly better than earlier. In addition to our existing areas of expertise, we will in our new strategy focus on three things: targeted marketing based on predicted consumer behavior, measuring the effectiveness of marketing, and bringing visual storytelling to online services and social networks, sees Managing Director Parsama.

- Our visions are surprisingly aligned, comments Hiltunen his new colleague, and summarises his thoughts as follows: We are a modern marketing services company that now has even more resources and a financially strong and responsible owner.

Both companies continue for the time being under their own brands, with all customer responsibilities unchanged. The company will describe its offering and new services in more detail in the beginning of next year.

- We Nitro shareholders, among others the long-term owner Kari Rannila, find it extremely important that Nitro's brand and expertise have found a home where they are appreciated. TS-Group is a media corporation with an over 100-year track record of long-term and profitable development of communications businesses. I believe that the combined company will soon be a leading player in its field in Finland, Chairman of the Nitro Board Marko Parkkinen crystallizes the feelings of Nitro shareholders.

Additional information:

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