To our customers and partners

We would like to share an exciting new chapter for iCell. iCell has a new long-term owner in ADR Fastigheter Holding. The change of ownership marks a new phase for the company, with a focus on developing and strengthening our operations, our products and our position in the market.

As part of the change of ownership, Daniel Thell has been appointed CEO and, together with the organisation, will lead iCell's continued development.

For you as a customer or partner, your ongoing contact with iCell will continue just as before. You will retain your existing contact person and our contact channels remain unchanged. Our ambition is to continue developing the relationships and partnerships we have built over the years.

We have also applied to change the company name from RS EcoSaver AB to iCell Products AB. The name change has not yet been registered, but the new name more clearly reflects our brand and the direction in which the business is developing.

iCell has extensive experience in transforming recycled materials into cellulose-based insulation products. With our production facility in Älvdalen, our skilled employees and our established products, we have a strong foundation on which to build.

At the same time, the change of ownership creates better conditions for the long-term development of the business. An important part of this is to strengthen and secure our future access to recycled raw materials, thereby creating stable conditions for our production and our customers.

Going forward, we will place a strong focus on production, quality, delivery reliability and product development. We aim to develop both existing and new products, identify additional applications for our materials and create solutions that meet market demands for performance, quality and sustainability.

Close dialogue with our customers and partners will continue to be an important part of our development. Your experience and feedback help us improve and enable us to identify new opportunities together. Our ambition is clear: iCell will be a strong, innovative and long-term partner in sustainable insulation and fibre-based products.

With a dedicated team, Swedish production in Älvdalen and a long-term owner supporting the business, we look to the future with great confidence.

We look forward to the next chapter for iCell – together with you.

Daniel Thell

iCell / RS EcoSaver AB