

November 1st 2009 ProgramPaketet AB change its name to Alfsoft AB. This renewal of the trademark is in line with the expansion plans towards new international markets and widening of the product range and services.

ProgramPaketet was established in the year of 1989 by Ingvar and Helena Ericsson. The rapid growing business where based on distribution and sales of software for Macintosh and Windows computers. Today most of the research organisations, universities and institutes in Sweden and the Nordic countries are using software from ProgramPaketet.

In November 2006 ProgramPaketet got new Norwegian owners. At the same time the head office was moved from Nybro, located in the south-eastern part of Sweden, to Gothenburg the second largest city of Sweden on the west-coast. The new owners soon expanded the offerings from ProgramPaketet by adding product complementary support, courses and consultation. And finally, ProgramPaketet also aimed to grow even more internationally.

- We are offering the market a product portfolio, service and consultation, were scientists and researchers are able to focus more on research and less on technical matters and documentation...

From ProgramPaketet´s business plan 2007

With this history in mind, the time is ripe to change the company name ProgramPaketet, to the more internationally practicable name “Alfsoft AB”. The new name will symbolize the change of the company and its future ambitions.

The change of name will also be the definitive acknowledgement of the increased cooperation and affinity between the two companies ProgramPaketet AB (Sweden) and Alfsoft AS (Norway). Both companies have the same owner, and have since 2007 been cooperating. The turnover of the both companies is 35 million SEK, where ProgramPaketet´s share of the turnover is 15 million SEK.

According to Roberth Hoff Olsen, the CEO of ProgramPaketet AB, the change from “the old” to “the new” ProgramPaketet, with new owners and now the new company name (Alfsoft) has taken place gradually during a transitional period from the year 2006 till today. The reason for this gradually change has been to avoid unnecessary interruption of the business.

-“Alfsoft is aiming to become the most competent company and the best trademark for distribution of scientific software in the Nordic and Eastern European countries and Russia”, concludes Hoff Olsen.

For more information about Alfsoft in Norway, please visit www.alfsoft.no

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