Press Release

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1998-2003:
The beginning of a Northern subsidiary.



This year, 2023, the Northern subsidiary GEZE Scandinavia, proudly celebrates its 25th anniversary. As part of the celebration, we will sum up our history in a series of articles, each covering a time period of 5 years. In the first article, we will go back to the very beginning, where it all started for GEZE Scandinavia.

Let's begin the journey…

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25 years ago, while the world was soon to celebrate a new millennium, the start of the subsidiary GEZE Scandinavia took place. The first GEZE office was opened in Sweden, and not long after the Norwegian office as well as the Danish office became reality. The premises in Täby, close to Stockholm, where we are located today, was the first location on the Nordic market, back in 1998.

The Nordic countries have a long tradition of international architecture and interior design focus. As the modern interior design evolved, the region was early in focusing on accessibility and comfort, along with integrated product design, and the region is known for requiring high quality. Hence, still today, there is a high demand for innovative GEZE products.



The premises in Täby is still today the Swedish GEZE office.

GEZE quality and innovative products are in demand

Long before the establishment of GEZE Scandinavia in 1998, products from the German factory, especially our high quality door closers, had been exported to local customers in Sweden, Norway and Denmark. “From the very start the demand was on our high quality door closers, especially the TS 5000 family with clear lines and contours, plus technical perfection, had been setting new standards since the 1980’s. In Scandinavia door closers with guide rail are the preferred solution both for internal and exterior doors,” says Morten Nielsen, Managing Director of GEZE Scandinavia.



GEZE TS 5000 family with clear lines and contours, plus technical perfection.

During the last 25 years in Scandinavia there has been an increasing demand for automatic door solutions, as barrier free access to all types of buildings are at top of mind in the Scandinavian countries. Soon after the establishment of the new subsidiary, GEZE introduced the innovative and ground breaking new swing door drive GEZE Slimdrive EMD/EMD-F. With a silent operation and a record setting low building height of only 7 cm combined with excellent performance and connectivity options, GEZE was setting a new standard for swing door drives. The Slimdrive EMD/EMD-F was setting a new standard for automatic drives, which was a perfect

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The Slimdrive EMD/EMD-F was setting a new standard for automatic drives, which was a perfect fit for the Scandinavian markets.

fit for the Scandinavian markets. The Slimdrive EMD/EMD-F soon became the preferred swing door drive in Scandinavia.

Globalization of a German family owned company

In the end of the 19th century, GEZE GmbH was on the path of increasing its international presents. The privately owned company had been in the family for several generations, and awareness of the global potential and future opportunities, was well recognized. With a strategic subsidiary structure, GEZE Scandinavia became the path to the market in the North.



Managing Director, Morten Nielsen

"With the premises in Täby, GEZE became local in the market. This is still very much the strategy we have today – to be present locally in the market, close to our customers," Morten says. "For GEZE the sales increased quickly and plans for expansion soon became reality. In 2002, the Finnish branch was established and the branch of GEZE Norway was opened in 2003. Also the sales to Denmark was growing, as the first employees, including myself, joined in early 2003," Morten continues.

A great beginning to be continued

The first 5 years of GEZE Scandinavia's history became a beginning of a great journey. The journey to entering the countries of the Northern region had begun. Follow us in the next GEZE Scandinavian anniversary history article for the history to continue with expansion, product development and new market entry adventures.

To be continued …

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