

Danish-Norwegian commercial golden wedding anniversary honoured with the Diploma of the Danish Export Association & HRH Prince Henrik's Medal of Honour

On Wednesday, 31 May 2017 in Oslo, Øwre-Johnsen from Trondheim will receive the Diploma of the Danish Export Association & HRH Prince Henrik's Medal of Honour for a 50-year collaboration with the Danish company, C.C.JENSEN from Svendborg, to sell and market products from the Danish supplier to the Norwegian maritime sector. Since 1994, the two companies have enjoyed a close family-like partnership, which has led to a close relationship at both management and employee levels.

The close relationships between the companies has meant that Øwre-Johnsen has four full-time employees who can be regarded as members of both families, in that they are occupied exclusively with servicing C.C.JENSEN and those customers who request products from the company. It is this dedication that is central to the collaboration between the two companies.

Sales & Marketing Director Ulrich Ritsing from C.C.JENSEN says that *"a collaboration such as the one we have with Øwre-Johnsen would not be possible without a great degree of trust. We strengthen this collaboration by meeting twice a year, once in Denmark and once in Norway. I believe that this helps to create the kind of foundation that is required for a collaboration like this one."* He is backed by owner Arne Øwre-Johnsen of Øwre-Johnsen, who confirms that *"the close relationship between our companies means that we have a fundamental trust and faith in what each of us does and helps to create the perfect framework for our customers to receive a solution that builds on know-how of the Norwegian maritime market's needs and challenges."*

Another unique feature of the collaboration is the "Norway model". This model means that it has been a fundamental principle since day one that the two companies share any profit and/or losses equally between them. It has not been necessary however to take losses into account in the collaboration, which has borne fruit since the very beginning and led to positive results, both in terms of financial profits as well as intangible assets in the form of *brand familiarity* among customers.

Award ceremony for the Medal of Honour

The awarding of HRH Prince Henrik's Medal of Honour will take place at a ceremony hosted under the auspices of Denmark's Ambassador to Norway on Wednesday, 31 May 2017.

Facts

Øwre-Johnsen

Øwre-Johnsen is a family-owned business established in 1948 in Trondheim, Norway. The company had a turnover of NOK 60 million in 2015 and employs 14 people. At the end of 2015 Arne Øwre-Johnsen's son, Anders Øwre-Johnsen, joined the business. Since being nominated for the HRH Prince Henrik's Medal of Honour, Anders has been appointed CEO and Arne Øwre-Johnsen currently holds the position of Finance Manager. Anders is the third generation in Øwre-Johnsen. <https://owre-johnsen.no/>

C.C.JENSEN

C.C.JENSEN A/S is a family-owned business that was established in 1953 and has its head office in Denmark. What makes us unique is our combination of tradition, innovation and technical expertise. C.C.JENSEN A/S is known all over the world for manufacturing products of the highest quality. The company's turnover was DKK 340 million in 2014 and it has 274 employees.

Further information:

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