

# Beyond borders with a new investor

Struct A/S receives investment from VIA equity. The shared vision is taking the world-class product information management solution, Struct PIM, to global e-commerce markets

Odense, Denmark

Headquartered in Odense, Denmark, Struct A/S (“Struct”) was established in 2015 with a vision of creating the best PIM solution in the market.

With over two decades of PIM and e-commerce experience, the founding team behind Struct originally had a clear vision of what the perfect PIM solution would look like. The founding team based the vision on what they experienced to be the missing ingredients in other competing PIM solutions in the market.

“We were very confident that our vision of a PIM solution with a ‘no code’ data modeling engine combined with an extremely user-friendly interface would be a game changer for businesses in our target markets”, says Jacob Kruse, CEO of Struct A/S.

Since its inception, Struct PIM has grown to be an award-winning PIM solution with more than 40 highly experienced and trusted implementation partners in Denmark, the Nordics and other select international markets.

Based on steady growth in number of clients and strong momentum on the market, the founding team behind Struct decided that the time is right to further accelerate growth, which has led the Danish PIM provider to reach an agreement with VIA equity, known as the leading software and IT-service focused private equity firm in Northern Europe.

VIA equity shares the Struct founders’ vision and believes that Struct has a best-in-class PIM solution and is well-positioned to address the market needs also in the long-term.

”In an omnichannel world, where companies are increasingly relying upon unified product information throughout the entire value chain, we believe that the Struct PIM solution is uniquely positioned to address customers’ complex product information needs. Struct has, in a few years, become the preferred PIM solution in Denmark and is currently experiencing high growth internationally. VIA looks forward to executing on the potential of Struct together with the management and the competent employees in Struct”, says Peter Thorlund Haahr, partner in VIA equity.

VIA equity has acquired a majority stake in Struct A/S. The management team remains shareholders and will continue in the positions they hold today.

All involved parties are looking forward to starting the next part of the journey to further develop the Struct PIM solution and expand with more international presence.

**About VIA equity**

Headquartered in Copenhagen, VIA equity is a leading Northern European private equity firm with an excellent track record of developing and transforming its portfolio companies into national and international industry leaders. The core investment focus of VIA equity is within a broad definition of software, IT and IT-based service business models. With offices in Denmark and Germany, VIA equity currently invests from its latest, 4th fund.

Examples of current and exited software and IT service companies include, among others: Adform A/S, Continia Software A/S, eSmiley A/S, Adra Software AS, SEMA GmbH, KMD A/S, Daldata AS, UVData A/S, Advania AB and Nets A/S.

**About Struct A/S**

Headquartered in Odense, Struct A/S was founded by a small team of e-commerce and PIM experts in 2015 with a vision of creating the best PIM solution in the market.

For more information:

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