

# GUSTAV ØSTERGAARD MASKINFABRIK A/S MARKS NEARLY 80 YEARS IN THE INDUSTRY BY BECOMING BENDING TECHNOLOGY DENMARK A/S



Bending Technology Denmark A/S, effective October 1, 2024. This name change and rebranding come after nearly 80 years in the steel and rolling industry, marking a new chapter for the company.

Bending Technology Denmark will continue to be owned and led by Asger Andersen and Kristian Høy Andersen, who will remain at the helm of operations.

## **A Modern Rolling Company with an International Focus**

The new name is part of the company's strategic plan to strengthen its market position and better reflect its core competencies.

"Bending Technology Denmark A/S will continue to deliver the same high quality and service that our customers and partners trust. Nothing changes here. However, the name change, along with a strengthened digital profile, will help us position ourselves even stronger, both nationally and internationally," says CEO Asger Andersen.

## **"Bending Beyond Limits": A New Era for Modern Rolling Solutions**

The new name, Bending Technology Denmark, better reflects the company's expertise in steel and aluminum profile rolling. Over the years, the focus has evolved from traditional blacksmithing to advanced rolling processes. Moving forward, the primary focus will be on the continued development of innovative solutions in steel rolling, particularly aluminum rolling – a shift that the rebranding is meant to signal.



“We have spent many years strengthening and developing our internal processes so that we can meet our customers’ diverse and sometimes complex needs. Now it’s time for us to share this story with the world and showcase what we are capable of,” says Production Manager Kristian Høy Andersen.

With the name change, Bending Technology Denmark is ready to continue its growth and development, both in the Danish market and globally. The company assures that they will continue to live up to the high standards for which their customers know them:

“Our motto, ‘Bending Beyond Limits,’ remains our guiding star, and we will continue to deliver groundbreaking solutions in all future projects,” emphasizes Asger Andersen.

The rollout of the new name and identity is expected to take place gradually over the coming months.

### **For more information, contact**

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All email addresses will continue to have the same initials before the @,  
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