

INTERVIEW WITH EURO AIR FOUNDER: NIELS ERIK THOMSEN

We had a pleasure to welcome at our facility in the Varnsdorf, Czech Republic, the founder and former owner of Euro Air. On this opportunity we carried out a small interview, which you can read below.

EA: Can you share the story of how and why you founded the company in 1992? What were your motivations and goals at the time?

NET: I have to go back to 1992 for a while... it's like yesterday... I was working in a group and KE was owned by a Finnish company. At that time they didn't have the same eyes and ideas that I had at the time. I figured out that I could do this on my own in another way and therefore I founded Euro Air.

EA: Thank you for your answer. What led you to make the decision to sell the company in 2007? Were there specific factors or events that influenced this decision?

NET: Well, actually... in 2007 it was mainly external factors, because KE Fibertec was bought by Jysk-Fynsk Kapital. I can clearly remember when Johnny and I were sitting there when we noted this information and we said: „OK, how long is it going to take for them to knock on our door“. The mission of this purchase at the time was to achieve growth. And two weeks later they were knocking on our door and we came to the conclusion that, yes, we felt that it is a good match. They had an idea that they wouldn't swallow the Euro Air, but they would keep the brand, the product and the clients. It was also because we were strong in some markets and they were strong in others. In fact, it was only the Netherlands that was the main area where we were both strong.

EA: Okay, so just so we can understand, it was KE Fibertec that initiated this at the time?

NET: Absolutely, they knocked on our door.

EA: Great. In the years since the sale, how have you observed the company's development and performance? Are there any notable changes or achievements you'd like to mention?

NET: I haven't followed it closely, but I've followed it on the side line. I've kept in contact with Johnny over the years and seen the progress you've made and I can't say I'm not proud of where you've come over the years. I am glad that I was one of the people who started this and that it is still working and it is still around and doing very well.



EA: Good and yes, your name is still very known and people still remember you here. We are very happy that you did it that time. Our next question is what advice or insights can you offer to the current management and employees of the company, based on your experiences as the founder and former owner?

NET: Believe in people and make decisions as far down in the organization as it can be made. It makes it strong, fast, mobile and agile. So don't try to top management, because it only gonna make your employees like zombies or part of the furniture. If you can make them think on their own, they will be active for the company, and not just hands and feet. That would be my advice to definitely stay at that course.



On the photo from the left side: Johnny Kusk Møller, Niels Erik Thomsen, Miroslav Mejsnar

EA: We are doing our best. And what is your view on our efforts to become more sustainable. Do you have any recommendations for Euro Air to improve or focus more on in this area in the future?

NET: Euro Air already manufactures a product that is totally about sustainability and a better environment. But be very careful with sustainability because of greenwashing. You have to show that you are really trying to be a green company, because the environment around us requires to behave in a green way. And if you are going down that road, then go down that road. Than it should be one of the key points of your way of working and then it comes with a course that cannot be lost because some of your competitors are not going down that road. That's the price, but I like the fact that Euro Air is going down this road because we need to have this world in the future for our kids and grandkids.

EA: Thank you so much for answering our questions and visiting us.

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