Odense, 25 August 2026

To my employees, customers, partners, and friends around the world

A personal message from Reza Rejaye, owner and founder of Rezas Oriental & Modern Rugs ApS

Dear all,

After 35 wonderful years as a wholesaler on the international stage, I have chosen to pass the baton. It is with great joy and deep gratitude that I announce that Rezas Oriental & Modern Rugs ApS will be transferred to new ownership as of 1 January 2027 – the Danish company Inbogulve a.m.b.a.

I am pleased that the spirit of Rezas will continue under the new owners, who are skilled and visionary people with precisely the same ambitions that I have strived for throughout all these years. The new management understands our DNA and shares my passion for quality, aesthetics, and the long-standing relationships we have built with you.

The new management

At the head of the new company "**Rezas Oriental & Modern Rugs A/S**" is Peter Rønn from Inbogulve, who assumes the role of Managing Director. Peter brings extensive experience and a sharp eye for business development. Jesper Andersen continues as Deputy Director, ensuring continuity in our day-to-day operations. At the same time, our entire sales department remains unchanged – you will therefore continue to meet the familiar faces you trust.

My own role

I will take on a consultancy role in the new company and, in close collaboration with the new management team, ensure a smooth transition, so that you as customers experience minimal change in your daily interactions – only benefits.

An absolute strengthening of Rezas

I consider this acquisition a significant strengthening. We gain access to new know-how and are simultaneously introduced to new, exciting product types that we did not previously work with. This means that our assortment will become even broader and more attractive to you. Together, we are creating a stronger platform with more opportunities and new, innovative initiatives.

All in all, many exciting changes will take place that will strengthen Rezas and thereby enhance our relationship with you – our valued customers. I am confident that you will welcome the new initiatives and the added value they bring.

I am, of course, available if you have any questions regarding the transition or the future. You are always welcome to contact me directly.

A brief company profile: Rezas Oriental & Modern Rugs ApS

Rezas Oriental & Modern Rugs ApS is a well-established Danish wholesale company specialising in

oriental rugs, modern carpets, and home textiles. Founded 35 years ago by Reza Rejaye, the company has built an international customer base and a reputation for high quality, authentic craftsmanship, and a curated selection of both classic and contemporary designs.

· Business area: Wholesale of rugs to retailers, interior architects, and project sales globally.
· Product portfolio: Hand-knotted oriental rugs, modern machine-woven carpets, designer rugs, and exclusive custom-made pieces.
· Market position: Known for personal advisory services, stockholding of unique items, and long-standing relationships with customers in Europe, the Middle East, and Asia.
· Strengths: Deep professional expertise, a close network of suppliers in rug-producing countries, and a loyal sales organisation.

A brief company profile: Inbogulve a.m.b.a.

Inbogulve a.m.b.a. is a Danish-based company with a significant presence in Denmark within the flooring and home interiors segment. The name suggests a profile focused on innovative and modern flooring solutions, often aimed at both the private and contract markets.

· Business area: Supplier and wholesaler of flooring solutions, including wooden floors, vinyl, laminate, wall-to-wall carpets, and associated accessories.
· Product portfolio: Modern flooring solutions, sustainable materials, acoustic solutions, and smart installation systems. Expected to possess particular expertise in larger residential and commercial projects.
· Market position: Visionary and growth-oriented, with a management team that combines industry experience with a flair for digital solutions and efficient logistics. Peter Rønn is a central figure and is already Managing Director of Inbogulve a.m.b.a.
· Strengths: Modern product categories, digital trading platform, project management, and a solid network in the Scandinavian flooring industry.

With warm regards and until we meet again,

Reza Rejaye

Owner/Chairman of the board
Rezas

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