

# MARTIN LARSEN JOINS BOWLTECH AS HEAD OF AFTERMARKET & CONSUMER SALES FOR SCANDINAVIA

FOR IMMEDIATE RELEASE - Borås, April 2025

The Bowltech Group is proud to announce the appointment of Martin Larsen as Head of Aftermarket & Consumer Sales for Scandinavia and Office Manager of Bowltech Sweden's operations, including the office and warehouse facilities in Borås.

As a highly respected figure in the global bowling community, Martin brings a wealth of knowledge and credibility from his 16-year career as a professional bowler competing at the highest level. He has proudly been sponsored throughout his career by **Storm Bowling**, one of the most renowned brands in the industry and a long-standing key partner of the Bowltech Group.

Beyond his achievements on the lanes, Martin is also the driving force behind the **Storm Lucky Larsen Masters**, the only PBA Tour event held on European soil, showcasing his commitment to promoting and growing the sport across the continent.

Martin's deep industry expertise, stellar reputation, and entrepreneurial spirit make him an invaluable addition to the Bowltech team and will play a key role in reinforcing Bowltech's position in the Scandinavian market.



Martin Larsen

## In his new role, Martin will be responsible for:

- Driving and developing aftermarket and consumer product sales across Scandinavia
- Managing the day-to-day operations of Bowltech's office and warehouse in Borås, with a strong focus on efficiency and customer service

He will work closely with **Niklas Linderholm**, who leads the Scandinavian Capital Equipment Sales division. Together, they form a dynamic leadership duo dedicated to innovation, modernization, and growing the sport of bowling in the region.

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as Head of Aftermarket & Consumer Sales for Scandinavia

Martin will initially join Bowltech in a part-time capacity up and till August, allowing him to become familiar with internal systems, processes, and team dynamics. From September 1st, he will transition into his full-time role.

## **Hans Krol, CEO of the Bowltech Group, shared:**

"We're incredibly excited to welcome Martin to the Bowltech family. His experience, dedication, and passion for bowling are truly inspiring, and we're confident he'll play a key role in our continued growth. This appointment also reflects our ongoing commitment to investing in the sport of bowling and its future. We wish him every success and are thrilled to have him on board."

## **Claus Roed, Director of Scandinavia, adds:**

"Martin's arrival marks an exciting new chapter for Bowltech Scandinavia. His insight and enthusiasm will be a tremendous asset to the team and our customers alike."

## **WE KEEP EUROPE BOWLING !**

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### **About The Bowltech Group**

The Bowltech Group is Europe's leading distributor of bowling products and a key player in the modernization and construction of bowling centers. With a strong and growing project portfolio, Bowltech offers a true "one-stop-shop" experience for bowling businesses.

Bowltech has offices in the Netherlands, Belgium, Germany, United Kingdom, Sweden, Denmark, Norway, France, and Finland, supported by a team of 75+ dedicated employees. [www.bowltech.eu](http://www.bowltech.eu)