

Morele with 4Swiss brand on board

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Morele (MCI Capital portfolio company) has completed another step in the implementation of the strategy of building an e-commerce platform supporting the development of direct-to-consumer (D2C) brands. 4Swiss, a manufacturer of household appliances related to a modern lifestyle, has joined the portfolio of brands supported by the Morele Group.

“I am glad that at the end of the year we can boast about the success of the transaction and thank the creators of the 4Swiss brand for the trust placed in us. We believe that the Morele ecosystem is the best place to develop and scale D2C brands” – says Michal Pawlik, CEO of Morele Net quoted by ISBtech.

“We provide the new company in the Morele Group with our highly automated logistics processes and extensive sales channels allowing us to reach millions of customers throughout Europe. This will enable multiple acceleration of the development rate of the 4Swiss brand – adds Pawlik.

More: <https://www.isbtech.pl/2023/12/morele-z-marka-4swiss-na-pokladzie/>