



DLA Piper advises the owners of Swim & Fun on the sale to Fluidra Commercial S.A.U.



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Founded in 2006 and headquartered in Roskilde, Denmark, Swim & Fun has, within a short time period, become a market-leading distributor of pools, water care, and pool accessories in the Nordic region with a primary target group being families with children who have their own garden.

The current management team of Swim & Fun will now join Fluidra to continue Swim & Fun's successful trajectory since its foundation. According to the Executive Chairman of the Board of Directors of Fluidra, Eloi Planes, Fluidra continues to execute its consolidation strategy with the acquisition of Swim & Fun, reinforcing Fluidra's presence in the Nordics.

The owners of Swim & Fun Scandinavia ApS were advised by a DLA Piper Denmark team led by Michael Vinther, Jacob Sørensen, Stefan Westh Wiencken, and Alexander Knudsen.

For further information, click [here](#).

