



Press release  
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## Palats raises SEK 20 million to make reuse the first choice.

With renewed confidence from existing shareholders, the funding round is led by AGV Invest, with significant contributions from Chalmers Ventures and Länsförsäkringar. The investment marks the beginning of the next phase of expansion, with capital earmarked for accelerating product development toward a complete digital infrastructure for circular flows and continuing to grow beyond Sweden..

### Reuse at scale and gaining momentum

Palats is the leading digital platform for inventorying, managing, and circulating furniture and building materials in Sweden.

Founded in 2021 with the ambition of making reuse more attractive than buying new, the company today serves more than 150 customers from property owners to municipalities, universities, and industrial companies, with 16,000 people using the platform every month. In 2025, customers circulated products worth SEK 256 million and avoided nearly 5,000 tonnes of CO<sub>2</sub>e in emissions.

*– “Reuse is no longer a pilot project for our customers. It’s an established part of their business and sustainability strategy, one that many are now ready to scale,” says **Henrik Olausson, CEO of Palats.***

Over the past year, Palats has grown rapidly. The team has expanded by 10 people, and the company has taken decisive steps beyond Sweden. Nordic expansion is now well underway, with demand for scalable reuse solutions growing quickly across the region.

*– “Behind Palats’ success is a team that truly delivers. In a short time, they’ve built Sweden’s largest platform for product circulation. That kind of team spirit is exactly what it takes to drive the circular transition forward,” says **Louise Brudö, Investment Director at Chalmers Ventures.***

*– “Since our last investment, Henrik and an increasingly strong team have moved from vision to proven business, where reuse is not only sustainable, but measurably and profitably so for customers. As the platform opens up to more actors, we see clear potential to scale reuse in a straightforward way, with real impact on both business and climate. As shareholders, we’re proud to continue supporting Palats and to be an active partner on the journey ahead,” says **Gustaf Hesselman, CEO of AGV Invest.***

### **A complete digital infrastructure**

Palats is building the digital infrastructure that connects three levels of reuse: day-to-day internal flows, large-scale project volumes, and the open market.

In everyday operations, organisations circulate furniture and building materials internally, products that would otherwise have been purchased new. Internal reuse creates structure, changes behaviours, and builds a stable foundation of demand. The next level is project-scale reuse: during relocations and renovations, thousands of products are freed up at once, generating surpluses that often exceed what a single organisation can absorb.

To ensure no value is lost, Palats has established digital reuse clusters where organisations share products with one another. As more actors contribute, supply within the system grows, making it possible to meet demand even from the largest projects. In November, Palats launched Sweden's first digital reuse cluster together with the City of Gothenburg and the Gothenburg Region. More clusters are in development, including one in Västerbotten where more than 20 organisations will share products through structured flows.

And this is just the beginning. The next step is connecting products to the external market, where surplus from one project becomes a resource for another, bringing Palats one step closer to making reuse more attractive than buying new.

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### **About Palats**

Palats is a Gothenburg-based tech company and the Nordic region's leading SaaS platform for inventorying, managing, and reusing furniture and building materials. The platform serves more than 150 organisations and is used by over 16,000 people every month. In 2025, 86,000 products were circulated with a combined value of SEK 256 million, reducing emissions by nearly 5,000 tonnes of CO<sub>2</sub>e.

For press enquiries: Amelie Berggren · [amelie@palats.io](mailto:amelie@palats.io) · +46 733 64 63 03 · [palats.io](https://palats.io)

