



PRESS RELEASE

xx Month Year  
Älmhult, Sweden

## **IKEA invests in nyris, a German deep-tech start-up company – to improve intelligent technology solutions for customers, partners and co-workers**

**Inter IKEA Group has made a minority investment in [nyris](#), a Germany-based innovative deep-tech start-up company, which provides visual intelligence technology.**

IKEA customers can already today experience the nyris technology, in the [IKEA Place app](#), [providing intelligent, responsive information to the customer, based on its requests and commands](#). This is only the first in a range of upcoming solutions offering to support the customers in their IKEA experience. For example; to make product assembling responsive and easier, and the possibility to match home furnishing styles and specific products for the specific customer.

“This investment will enable Inter IKEA Group and all IKEA franchisees to use visual intelligence capability to provide an up-to-date shopping experience for the IKEA customers across the world,” says Per Krokståde, Innovation & Strategic Partnership Manager at Inter IKEA Systems.

For IKEA, new smart digital solutions are key to be more accessible for its customers, in both existing and new markets, and in physical as well as digital customer meeting points. With the nyris collaboration, IKEA will add competence and state of the art know-how, creating digital home furnishing content and adding to a seamless customer journey across all meeting points.

The intelligent technology of nyris will improve the home-furnishing shopping experience and visual discovery at IKEA. But it will also improve the internal processes and ways of working; IKEA warehouses can use the technology for more accurate and faster inventory management and the IKEA suppliers will be able to use the technology for a more efficient quality control process.

“The technology will enable new solutions also for co-workers and partners, to support them in their daily work using the opportunities with the deep tech of visual intelligence throughout the integrated IKEA value chain,” says Per Krokståde.

*IKEA is one brand and many companies. Around the globe, a large number of companies operate under the IKEA trademarks.*

*IKEA Range & Supply, consisting of IKEA of Sweden in Älmhult and IKEA Supply AG in Pratteln, Switzerland, have the responsibility to develop, design, produce and supply IKEA stores and sales channels around the world with home furnishing solutions available to the many people. Each year IKEA Range & Supply introduces 2,000 new products. The total range is almost 10,000 products.*

Through this investment nyris will reach new markets and verticals faster, increased visibility and to continue developing their highly performant visual search platform to set a new bar of customer-centric AI products.

“It makes us, at nyris, very happy and proud to now be an even closer part of IKEA and its ongoing journey towards improved digital customer experiences. Our contribution and goal at nyris are to make visual search and discovery a unique and engaging experience for everyone,” says Anna Lukasson, CEO and co-founder of nyris.

**For more information contact:**

Media.Franchisor@Inter.IKEA.com +31-62-124-0618

**About IKEA**

IKEA offers well-designed, functional and affordable, high-quality home furnishing, produced with care for people and the environment. There are several companies with different owners, working under the IKEA Brand, all sharing the same vision: to create a better everyday life for the many people. IKEA was founded in Sweden in 1943.

**About Inter IKEA Group**

Inter IKEA Group includes Inter IKEA Systems B.V., IKEA of Sweden AB, IKEA Supply AG, IKEA Industry AB and related businesses. Inter IKEA Holding B.V. is the holding company for the Inter IKEA Group.

**About the IKEA franchise system**

The IKEA retail business is operated through a franchise system with franchisees that are authorised to market and sell the IKEA product range within specified geographical territories. Inter IKEA Systems B.V. is the owner of the IKEA Concept and worldwide IKEA franchisor, who also assigns different IKEA companies to develop the range, supply products and deliver communication solutions. Today, 12 different groups of companies own and operate IKEA sales channels under franchise agreements with Inter IKEA Systems B.V.

*IKEA is one brand and many companies. Around the globe, a large number of companies operate under the IKEA trademarks.*

*IKEA Range & Supply, consisting of IKEA of Sweden in Älmhult and IKEA Supply AG in Pratteln, Switzerland, have the responsibility to develop, design, produce and supply IKEA stores and sales channels around the world with home furnishing solutions available to the many people. Each year IKEA Range & Supply introduces 2,000 new products. The total range is almost 10,000 products.*