



Press Release

Dodewaard, The Netherlands

23 June 2026

Vredo appoints Danish Agro as exclusive distributor in Denmark

Vredo announces a change in its distribution structure in Denmark as part of its continued strategy to strengthen customer support, service continuity and long-term market development.

As of 23 June 2026, Vredo has appointed Danish Agro as its exclusive distributor for the Danish market. This partnership marks an important step in further strengthening the company's commercial and service organisation in Denmark.

This strategic decision reflects Vredo's ongoing focus on ensuring optimal alignment between product development, customer needs and local market requirements. The Danish agricultural sector is characterised by demanding operating conditions, and Vredo remains committed to delivering machinery that is specifically developed to perform under these conditions.

Through this new partnership, Vredo and Danish Agro will work closely together to ensure a high level of service, parts availability and customer support across the country. Danish Agro brings extensive experience in the agricultural sector, a strong local presence and a customer-focused organisation, making them a natural fit for this next phase of Vredo's market development in Denmark.

Existing Vredo customers will continue to receive full support. Service, maintenance, spare parts and warranty-related activities will be coordinated through Danish Agro, ensuring continuity and an enhanced level of local responsiveness.

This transition also strengthens Vredo's ability to further develop its machinery in close cooperation with end users. By staying closely connected to practical field experience, Vredo will continue to innovate and refine its product offering to meet the evolving needs of modern agricultural operations.

Quote – Vredo

"Denmark is an important market for Vredo, and we are pleased to partner with Danish Agro in further strengthening our presence and support structure. This collaboration ensures that our customers continue to benefit from reliable service, strong local expertise and machines that are fully aligned with their operational needs," said Martijn Kroeze, Commercial Manager, Vredo.

Quote – Danish Agro

"We are proud to become the exclusive distributor of Vredo in Denmark. Vredo's strong product portfolio and focus on innovation perfectly match the needs of Danish farmers and contractors.



Together, we look forward to further strengthening customer relationships and supporting efficient and sustainable agricultural operations,” said Rasmus Thing, Sales Director, Danish Agro machinery A/S.

Looking ahead

Vredo and Danish Agro are fully committed to ensuring a smooth transition for all customers and to further developing a strong and future-oriented presence in the Danish agricultural market.

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About Vredo

Vredo is a Dutch manufacturer specialising in high-quality agricultural machinery, with a strong focus on innovation in overseeding, slurry application, and turf maintenance solutions. The company is known for its precision engineering, reliability, and commitment to improving agricultural productivity and sustainability worldwide.

About Danish Agro

Danish Agro is one of the leading agricultural companies in Northern Europe, supplying machinery, inputs, and services to farmers through a strong dealer and service network. The company focuses on practical, customer-oriented solutions that support efficient and sustainable farming operations.