



Fecc

INTERVIEW



**WINTZELL
& FRIED**

Fecc's interview
ANNIVERSARY SPECIAL

30TH ANNIVERSARY INTERVIEW WITH WINTZELL & FRIED'S CEO, MATHIAS BERGER

July, 2026

1. Huge congratulations on your 30th company anniversary – what an impressive success story! We would like to take this opportunity to learn more about your achievements over these years. And what are or were the biggest challenges your company has been faced with?

Thanks a lot! The biggest challenge during these years has primarily been the way that the market has changed. In the past the focus for Wintzell & Fried was the Nordic countries. Today the focus is Europe with the awareness of the global impact. Step by step we have developed our offer and adapted the network of partners to maintain competitiveness in the local markets.

During the last 30 years the company has gone through several ownership changes, regulatory requirements have increased and we experience the implementation of REACH. We have also survived a pandemic that completely altered the rules of the game for small players in our business area.

All challenges have transformed the company to what it is today. I think it's important to keep it in mind and remain humble when facing new ones.



Mathias Berger
CEO, Wintzell & Fried

2. Which further challenges do you foresee in relation to the current and future supply chain situation?

The chemical distribution industry will continue to face increasing supply chain complexity driven by geopolitical uncertainty, stricter regulations, and the transition towards more sustainable products. Rising logistics costs, raw material availability, and the need for greater supply chain transparency will remain key challenges.

As distributors, we must build resilient supplier networks, diversify sourcing, and maintain close collaboration with both suppliers and customers. Those who combine reliable logistics with technical expertise, regulatory support, and local market knowledge will be best positioned to help customers navigate an increasingly dynamic and demanding market.

3. How do you see the chemical distribution sector evolving in the future? How can distributors possibly add (even) further value to their partners?

This sector is evolving from a traditional supply chain role into a strategic value-added partner. As regulations become more complex and customers demand greater sustainability, security of supply, and technical expertise, distributors will play an increasingly important role.

To add even greater value, with a risk of sounding a bit repetitive, distributors must go beyond logistics by providing regulatory support, market intelligence, technical guidance, flexible sourcing solutions, and reliable local service. Strong partnerships, digital capabilities, and a commitment to sustainability will be key to helping customers navigate an increasingly complex and competitive market.

4. Sustainability, circular economy and competitiveness are very high on the European agenda – how do you see chemical distributors contributing to these key aspects? What is your Company in particular doing in this area?

The geopolitical conditions are constantly changing and being influenced. I think it's necessary to work with sustainability and improvements and see it as a competitive advantage. It gave us a more proactive approach to make a lasting impact.

We have also noticed a higher demand for material substitution connected to PFAS regulation but in general as well. We recognize the importance of strong relationships with customers and suppliers; these connections enable us to gain insights, provide effective assistance, and create value for the customer. Reducing our future environmental impact requires trust and confidence needed to implement improvements.

5. What's your vision for your Company for the next decades?

Our approach is based on collaboration with clients and partners, recognizing that shared efforts can contribute to better outcomes. We aim to provide timely responses and efficient decision-making when addressing questions and projects.

Curiosity and a willingness to explore new ideas are important aspects of how we work. We view transparency as a foundation for building trust over time and for sharing and maintaining knowledge and experience within the organization.

We also place value on continuous development by supporting learning and growth for both employees/people and organizations/clients we work with.

