

## Press Release

20250213



NOAQ Boxwall BW102 system seen from the “damming” (wet) side  
Photo credit: NOAQ Flood Protection AB

### NOAQ reports record sales in 2024

**NOAQ Flood Protection AB in Näsviken, Sweden, has reported another record year as sales for the company in 2024 doubled compared to 2023. To put this into perspective, last year NOAQ delivered 51 km of its NOAQ Boxwall mobile flood barrier system compared with 28 km the previous year.**

Demand and interest for NOAQ’s innovative mobile flood barrier system increased dramatically in response to the severe floods in Europe last year. These flood events helped drive sales growth in some of the company’s most established European markets as well as stimulated emerging new ones that now demand attention.

*“Despite the tragic events in Europe, we are happy that our innovative solutions have really helped people and communities to protect themselves and their most valuable assets” – says Douglas Hellström, NOAQ CEO.*

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NOAQ's export share is over 95% to more than 40 countries around the world. Historically Asia has been the largest region for sales, but now Europe has taken the top spot as sales have rapidly grown during the past couple of years, especially in Germany and bordering countries. Sweden and Denmark have also seen significant growth this past year as the need for mobile flood protection is now a fact.

*"The time is right for the investment we are planning to make as an organization. We have an ambitious goal going forward where we want to fivefold turnover by 2030, and now it is about building an organization that can grow. It is an exciting time for us"* – concludes Douglas Hellström.

### About NOAQ

**NOAQ Flood Protection AB** is a Swedish impact company that is on a mission to change the game of flood-fighting by designing, developing, and selling innovative mobile flood protection solutions of the highest quality on the global market that are simple, easy to use and fast to deploy.

The company has its headquarters in Näsvisken outside Hudiksvall, but its production takes place in southern Sweden and Denmark. Today, the NOAQ Flood Fighting System is present in more than 40 countries around the world through a network of authorised distributors, resellers, and dealers.

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