



## **Qbrick Launches New Strategic Business Area - Education**

**Qbrick, the leading platform for video and AI-driven learning in the Nordics, today launches a new strategic business area: Qbrick Education. The initiative is aimed at companies, organizations and the public sector that want to modernize their education and skills development through video, interactive content and AI.**

For many years, Qbrick and its customers have developed training programs for both internal and external education, from onboarding and upskilling to sales training and partner programs. With the launch of Qbrick Education, this work is formalized and scaled up to meet the rapidly growing demand for modern, digital learning solutions.

### **Krister Karjalainen, CEO of Qbrick, comments:**

"This is part of our growth journey to help companies grow through knowledge. With Qbrick Education, we want to give our customers a competitive edge - by making learning both accessible, engaging and cost-effective."

One of Qbrick Education's latest customers is Rozen Clean AB, one of Sweden's fastest growing companies in cleaning and service. In collaboration with Qbrick, Rozen Clean has launched a digital training program that equips employees with the right knowledge to meet high quality requirements and strengthen the customer experience.

Rozen Clean's training platform contains video-based content and interactive modules that support everything from introduction to professional skills development. The program is available in multiple languages and can be easily scaled up as the company grows.

### **Malin Elzén, Founder of Rozen Clean AB, comments:**

"For us, it is crucial that our employees feel safe, knowledgeable and motivated. Qbrick gives us the tools to train with quality - for real."

### **About Qbrick Education**

Qbrick Education is a new business area within Qbrick that focuses on helping companies and organizations with video-based training for internal skills development, external customer training, as well as sales and partner training. Powered by AI and interactive technology, Qbrick offers a flexible platform to create, distribute and track learning in a modern, engaging and cost-effective way.

### **About Rozen Clean AB**

Rozen Clean AB is a Swedish company within cleaning and services, with a strong focus on quality, sustainability and innovation. The company actively invests in employee development and the workplace of the future.

**For more information, please contact:**

**Press release**

26 september 2025 08:00 CEST

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**About Qbrick**

Qbrick AB (publ) is a Swedish company founded in 1999 that provides SaaS-based software solutions in video and film production for companies, governments and the gaming industry. The company delivers a cloud-based technology platform with which customers can create, edit, store and distribute live video and pre-recorded video clips using AI. Qbrick also develops interactive services where viewers can engage in broadcasts such as video shopping, live events, education or financial company communications. The company's video platform currently generates monthly revenue from approximately 100 corporate customers. Qbrick currently has wholly-owned subsidiaries with operations in Sweden, Norway, Denmark and Finland. The head office is located in Stockholm. Qbrick's shares are listed on NGM Nordic SME.

For more information, visit **[www.qbrick.com](http://www.qbrick.com)**