

Press release

WEPA plans takeover of Van Houtum with the Satino brand

- AfH specialist from the Netherlands with sales of around € 60 million
- With the takeover, WEPA is expanding its position in the AfH segment as a major supplier in Central Europe
- Martin Kregel, CEO of the WEPA Group, explains: " We are looking forward to further develop with Van Houtum an AfH-specialist rooted in tradition and the Satino brand in the WEPA Group."
- Henk van Houtum, owner of Van Houtum: "I am very pleased that our family business is moving into good hands in this way".

Arnsberg, 9.5.2017 WEPA Hygieneprodukte GmbH has signed a contract to acquire all shares in Van Houtum Group Holding B.V., located in the Netherlands. The acquisition is expected to be concluded in the coming weeks and is subject to the approval of the competition authorities. The contracting parties have agreed not to disclose the purchase price.

Van Houtum produces in Swalmen, in the Netherlands, with 200 employees exclusively for the Away-from-Home (AfH) segment achieving a turnover of € 60 million. With the Satino Black brand, Van Houtum has established a leading position in the market for sustainable product solutions.

Martin Kregel, CEO of the WEPA Group, explains: "We are looking forward to further develop with Van Houtum an AfH-specialist rooted in tradition and the Satino brand in the WEPA Group. The values of the family business are very similar and the product ranges complement each other well. WEPA intends on expanding the Satino brand and the private label offering, especially from the specialized AfH-locations in Müschede, Piechowice and Swalmen, as well as to offer from a single source."

Henk van Houtum, Owner of Van Houtum, adds: " I am very delighted that our family business is moving into such good hands this way". The Managing Director of Van Houtum, Bas Gehlen, adds: "I am convinced that the company Van Houtum and the Satino brand have a better perspective in the WEPA Group than today as an independent company."

The WEPA Group is one of the three largest providers in the European tissue market, with over 3,000 employees and a turnover of approx. € 1 billion. This takeover would also turn WEPA into a major player in the Away-from-Home sector, with a turnover of over € 180 million..

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WEPA Group

The WEPA Group is a medium-sized family-owned company with around 3,000 employees at eleven locations in Europe. Founded in 1948 as "Westfälische Papierfabrik", WEPA began as a trading company, developed into a processing company and has been successful since 1958 in its current core business as a paper manufacturer.

WEPA produces convincing hygiene papers and offers its customers solutions that focus on the consumer needs in Europe. With 20 paper machines, a total quantity of 750,000 tons of high quality toilet paper, kitchen towels, handkerchiefs, cosmetics, napkins, industrial papers and towel papers are produced every year. In the consumer sector, the products are marketed mainly as private labels to the European food retailers. In addition, the WEPA Professional division supplies a complete hygienic paper and dispenser system specifically for the "wash room and cleaning" applications to the Away-from-Home sector.

Since its foundation, the annual revenue of the WEPA Group has continuously increased, now totalling around € 1bn, which represents a market share in Germany of approximately 25 per cent and a European market share of 7 per cent in the hygienic paper market.

WEPA Professional GmbH

The wholly-owned subsidiary of the WEPA Group addresses the so-called Away-from-Home segment with hygiene retailers, cash-and-carry customers or office outfitters and generates annual sales of over € 120 million per year.

In addition to folded towels made of tissue and crepe, the focus is on toilet paper, large rolls for toweling and industrial applications, which are manufactured both at the Arnsberg-Müschede site and at the Piechowice plant in Poland. With its strong brands WEPA prestige, WEPA comfort, WEPA smart and various dispensing systems, WEPA Professional offers its customers a complete range of systems, in addition to customer-specific solutions under commercial brands.

Van Houtum B.V.

Van Houtum has been producing hygienic papers and innovative washroom solutions for more than 80 years and is a pioneer in the field of corporate social responsibility (CSR). The headquarter and both production sites are located in Swalmen, in the municipality of Roermond. With around 200 employees, Van Houtum achieves an annual turnover of € 60 million .

Under the brand name Satino Black Van Houtum produces Cradle to Cradle certified hygienic paper. This is high-quality, white and soft toilet paper and towel paper made of 100% recycled paper. Satino Black is the world's first and only hygienic paper that can show the FSC recycled label, EU Ecolabel and Cradle to Cradle and is produced completely CO₂-neutral.

In addition to the hygienic paper, the Satino Black product line also consists of Cradle to Cradle certified hand and foam soap, an alcohol gel, a toilet seat cleaner and the associated dispensers made of recycled plastic.