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Soudal again realizes two foreign acquisitions in one week

TURNHOUT - Soudal is pleased to announce two foreign acquisitions. In Russia, local foam producer Profflex was acquired, in Ireland local distributor Seal Systems will join the Soudal Group.

Profflex is a leading local producer of PU foam for the professional home market. The company has a turnover of 15 million euro and employs 70 people. For Soudal, this acquisition is a further step in strengthening its position in the Eastern European market.

Dirk Coorevits, Managing Director Soudal: "Russia is one of the biggest and most important PU foam markets worldwide. This investment in a leading local brand and manufacturer shows our commitment to growing our position in the Russian market, and strengthens our leadership in the region."

In Ireland, local partner Seal Systems is acquired. The company has been the exclusive local Soudal distributor for 30 years. The acquisition is part of the strategy of being present with local branches, and completes the Soudal branches network throughout Europe.

In case of both acquisitions, the employment at the companies remains unchanged and the current management will stay at the helm. This allows Soudal to maximally profit from the specific local strengths of the acquired companies. Profflex and Seal Systems will be the 66th and 67th branches in the Soudal Group.

About Soudal

Soudal is Europe's largest independent producer of mastics, adhesives and PU foams for both professionals and private users. With more than 3,000 employees and 20 production sites on 5 continents, this 100% Belgian family business, founded by Vic Swerts, has grown into a global player and expert in chemical construction specialties. Extensive investments in R&D, a long-standing vision of innovation and the ability to adjust to local market needs laid the foundation for excellent performance.

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