



Turnhout, Belgium

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SOUDAL ACQUIRES SWEDISH PROFLEX AB

SOUDAL, the Belgian manufacturer of sealants, foams and adhesives confirms its strategic vision by expanding into the Scandinavian region. As of **February 10th 2016**, Soudal acquires full majority in Proflex Trading AB, its former importer. Proflex becomes the 54th Soudal branch worldwide. Proflex has been Soudal's exclusive importer in Sweden for many decades and has already established a solid reputation as a reliable partner for distributors in the professional construction market. In addition to the distribution of Soudal products, Proflex is strong in construction products for the windows market, complementary to Soudal's Window System. In order to be fully integrated in the worldwide structure of the Soudal group, the name Proflex will evolve into Soudal Proflex AB. The takeover of the Proflex business includes all employees and assets and its current manager Mr. Håkan Blommé, will become the countrymanager of Soudal in Sweden.

As main objective, Soudal will further develop the brands for which it is known, such as Fix ALL[®], Silirub[®] and Genius Gun[®] foam.

According to Håkan Blommé "the direct involvement of Soudal in this market will open the road to a series of great innovative products that have already proven their merits in other parts of the world. We will steadily introduce these concepts, always taking into consideration the specific requirements of the Swedish market."

Dirk Coorevits, Managing Director Soudal: "Through the opening of the new affiliate, Soudal wishes to deepen its presence in the Scandinavian market. With the presence of affiliates in Denmark, Norway and Sweden the Scandinavian market offers a great growth potential for the future. We consider the acquisition of Proflex as the next logical step in our aim to become active worldwide."

About Soudal

Soudal is Europe's leading independent manufacturer of sealants, adhesives and construction foams both for professional and for retail customers. With almost 2.400 employees at 15 production sites in 4 continents this 100% privately owned Belgian family enterprise, whose founder Vic Swerts is still at its head, has grown to become a major international player and expert in building chemistry. Extensive investment in R&D, a long term vision on innovation and adaption to the needs of local markets are at the base of the outstanding performance of the company. In 2016 Soudal will celebrate its 50th jubilee.

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Pictures and movies freely available at www.soudal.com/press

EXPERT IN SEALANTS, PU FOAMS AND ADHESIVES

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