

Pami and Robberechts win over Europe together

NEW GROUP AIMS TO JOIN THE TOP 25 RANKING IN THE EU OFFICE FURNITURE MARKET

Pami and Robberechts – two of the largest office furniture suppliers in Belgium – are merging. Increasing their collaboration will further reinforce their local market position and grow internationally even under challenging economic circumstances. Today, both companies already operate in Belgium, the Netherlands, France, Luxembourg and Germany. Jointly, their turnover is some 80 million euros with 320 staff. This places them among the Top 50 ranking in the EU office furniture market. The combined group, with Pami and Robberechts as commercial spearheads, aims to rank in the Top 25 in the not-too-distant future.

Pami and Robberechts are not total strangers. Both companies have set the tone in the Benelux office furniture market for years. Although their individual focus, expertise and operations take different slants, their product and service offerings are highly complementary. So their merger opens up interesting opportunities and creates significant synergy.

GOSWIN FIJEN,
MANAGING DIRECTOR OF PAMI:
“The combined group is a win-win for both Pami and Robberechts at all levels of business operations.”

OPERATIONAL EFFICIENCY & CAPACITY UTILISATION

Pami’s customisation expertise combined with Robberechts’ automation knowledge will optimise our collaboration and production capacity for both entities. Staff are guaranteed continued employment.

SOURCING OPTIMISATION

Our boosted negotiating power and a broader range of suppliers offer greater opportunities for improved purchasing terms.

SEPARATE BRAND STRATEGY

Pami and Robberechts will continue as standalone brands. This reassures existing customer confidence, increases top-of-mind awareness and safeguards the family character of both companies.

BOOSTING GEOGRAPHICAL MARKET POSITION

As a larger group, this strengthens their position in the Belgian market and increases credibility internationally. Pami and Robberechts are highly complementary in the Netherlands, France, Luxembourg and Germany. At the same time, the combined group anticipates it can focus more easily on expansion into new markets to achieve its planned international growth.

B&B PLATFORM

The combined group provides the ideal platform for additional buy-and-build. It intends to grow into a Top-25 player in the European office furniture industry in the coming years.

Together with Goswin Fijen and Olivier Robberechts, the brothers Hendrik and Lode Essers, are also stepping into the new structure.

Lode and Hendrik Essers: “We believe strongly in this merger venture and look forward to going all out to make it work in the upcoming years ahead. We are very happy that this ensures the future for both companies and our staff.”

In conclusion, Pami and Robberechts joining forces help them focus more strongly on quality, innovation and circularity. Product development, researching new technologies and reusing materials are the best foundation on which to sustainably build the group’s future.

We were advised in this merger by EY and NX Corporation Finance.

OLIVIER ROBBERECHTS, MANAGING DIRECTOR OF ROBBERECHTS:

“The merger is a tale of growth for both Pami and Robberechts. The increase in scale generates strong added value in all areas and boosts our international appeal and presence.”

MORE INFO

Want more info or an interview?
Contact:

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Pami, founded in 1958, is a Belgian supplier of total workplace solutions. The company designs, manufactures and installs office furniture on a project basis for corporate customers. In recent years, Pami experienced very strong growth in its home market Belgium. Recently, it has invested heavily in new geographical markets and new product development. Pami employs 190 people and has its headquarters and production in Pelt.

More info: www.pami.be.



ROBBERECHTS

Robberechts, founded in 1880, is a Belgian manufacturer of standardised and customised solutions for every type of workspace, from offices to warehouses. The family business develops its cabinets, desks, workbenches and tables in highly automated production facilities in Turnhout and sells its products through an extensive network of distributors and partners in Benelux and France. Robberechts employs 130 people and has its headquarters and production in Turnhout.

More info: www.robberchts.be.