

March 28, 2011

Flamingo acquired by Perusa

Private Equity Investor Perusa has acquired the Belgian Pet Accessories company Flamingo N.V. In April 2009 Perusa had already acquired Karlie Heimtierbedarf GmbH. The plan is to bundle the forces of both companies. This will create one of the leading players in the European Pet Accessories market, with especially strong positions in the home-markets Belgium and Germany. In addition, both companies operate with their Sales Forces in the Netherlands, France and Austria, where the organizations will complement each other. And there is a significant export volume going to more than 70 countries.

"Strategically, Karlie and Flamingo represent an excellent match, and bundling our activities will create the product and service competencies that are necessary to be long term successful in this market," explain Louis Slijkhuis, Managing Director of Flamingo and Johannes Verhoog, CEO of Karlie.

© 2010 PETS International

PETS International is a trade name of InterMedium Publishers
PO Box 1719, NL-3800 BS Amersfoort The Netherlands
Email: info@pets.nl Phone: +31-33-4225833