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Accent Equity 2012 acquires the Brenderup Group from Thule Group – Creating the leading trailer provider in the Nordic market

The investment fund Accent Equity 2012 has signed an agreement to acquire the entire trailer business from the Thule Group with company management as co-investors. Through the transaction a new entity, Brenderup Group, is being created, incorporating operations in the Nordic market and around Europe. The new group has 500 employees and sales in 2013 reached SEK 578 million (EUR 65m).

Brenderup Group is one of Europe's leading providers of trailers for professional and semi-professional use as well as for consumers, with main focus on the Nordic, German and Polish markets and additional sales in other parts of Europe. In the Nordic countries the group also offers a market leading rental concept including trailer, service and administration tools to partners renting trailers to consumers as well as a one way trailer concept giving consumers in Sweden the opportunity to pick up a trailer at one location and returning it at another location.

The parent company Brenderup Group AB is formed in conjunction with the transaction. Brenderup is the largest brand within the group and has high recognition in all of the group's markets. The portfolio also includes well positioned local brands such as Fogelsta, Ellebi, Easyline and Thule Rental.

"The Brenderup Group has a very strong market position in the Nordic region and has established platforms for further growth in other geographical markets." says Niklas Sloutski, CEO of Accent Equity Partners AB, advisor to Accent Equity 2012. "We see a great potential for expansion both organically and by acquisitions. New legislation in Europe will also favour a high-quality supplier such as Brenderup Group."

Brenderup Group has manufacturing facilities in Jönköping (Sweden) and Wielen (Poland), an assembly operation in Norra Aaby (Denmark) as well as marketing and sales offices around Europe. Among the key customers are leading European specialized retailers, DIY chains and gas stations.

"We are looking forward to developing Brenderup Group together with Accent Equity," says Lotta Castell, CEO of the Brenderup Group. "We will focus on further developing our relationship with existing customers as well as expanding into new channels, growing our distribution footprint and developing our product portfolio."

The transaction is subject to customary regulatory consent.

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Founded in 1994, Accent was one of the buy-out investment pioneers in the Nordic region. Since then, Accent funds have invested in close to 70 companies, whereof some 50 have been realized. Accent Equity Partners AB has advised seven funds with total commitments of more than EUR 1 billion. Accent's ambition is to develop the portfolio companies to Nordic, European or Global leaders through sustainable improvements of their operations as well as their strategic positioning.

Headquartered in Stockholm, the investment advisor Accent Equity Partners AB has a staff of 15 employees with a broad range of industrial and financial experience. In addition, Accent's network includes a large number of industrial advisors.

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