

KeBeK Private Equity invests in Van Assendelft - Hollander Bogaert

Gilze, March 22th 2019 – The Belgian private equity fund KeBeK has reached an agreement regarding the acquisition of Van Assendelft - Hollander Bogaert (VAHB). The former directors-shareholders Frans and Dirk van der Putten remain, for the time being, in charge of the daily management of the company.

VAHB is a leading import/export wholesaler active in the camping and recreation market and offers a very diverse and comprehensive assortment, focused on the luxury-oriented camper, as well as the back-to-basics adventurer and the outdoor-lover in general. The collection of VAHB consists, i.a., of camping furniture, cookware, tents, sleep supplies, barbecues and accessories for campers, travel and outdoor activities. The assortment is updated annually and anticipates to new market trends, such as glamping and urban outdoor. Over recent years, the company has created Bo-Camp, its own strong brand. Besides this own brand, VAHB distributes many other well-known brands, such as Crespo Camping Furniture, Coghlan's and Coleman, hereby offering customers a complete package. Customers of VAHB are mainly specialized camping stores, major leisure stores and online retailers.

With a team of 25 employees, VAHB has in recent years realized a substantial turnover growth. Going forward, a further important turnover increase is expected by focusing, i.a., on export. Therefore, the company has moved in 2016 to brand new headquarters with a large showroom and a logistics center in Gilze, situated along the A58, between Breda and Tilburg.

Dirk van der Putten: "Our strong team and the new facilities in Gilze are the perfect conditions for further growth of VAHB. With KeBeK, we are of the opinion to have a party that will realize this next step. We are proud on our past achievements, but we mainly look forward to the future of VAHB with much confidence and enthusiasm."

Floris Vansina: "We are impressed by the knowledge of the team at VAHB to continuously offer a comprehensive assortment of comfortable and compact products to the camper and outdoor lover. Frans and Dirk van der Putten have built a company with a rich tradition to a leading and innovative player which is currently mainly active in the Benelux. We aim to further capitalize on the increasing popularity of outdoor holidays and to explore new geographical markets."

For more information:

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KeBeK is an independent Belgian private equity fund, that invests in solid, medium-sized companies with a demonstrable potential for further value enhancement. KeBeK actively supports the management teams of its portfolio companies with the implementation of a jointly defined corporate strategy. KeBeK generally acquires controlling stakes, without, however, interfering with the daily operations. KeBeK generally acquires controlling stakes, without, however, interfering with the daily operations. The fund is managed by 4 partners, who have been working together for many years and who have a proven track record in the private equity industry. KeBeK's capital is provided by renowned institutional investors, family offices, and successful entrepreneurs.