

KeBeK IV invests in Flexfurn, a specialist in event, hospitality and project furniture

Tessenderlo, 6 November 2024 - KeBeK Private Equity has acquired a stake in Flexfurn, alongside founder and CEO James Verbeeck. Flexfurn - founded in 1997 - offers multifunctional, folding, flexible, transportable and ergonomic furniture for event, hospitality and corporate applications.

Flexfurn is the first investment of KeBeK Private Equity's fourth fund, whose fundraising is ongoing.

At Flexfurn, design development and practicality are at the heart of the search for innovative, contemporary and functional furniture solutions for events. Through various collections, Flexfurn's product range includes stacking chairs, folding chairs, bar stools, benches, lounges, standing tables, dining and terrace tables, folding tables and lounge tables for indoor and outdoor use. The company's emphasis on unique, contemporary and solution-oriented products sets it apart from the competition. This allows customers to tailor their furniture to their specific needs. With commitment to quality, innovation and customer service, Flexfurn continues to increase its market share and provide unique furniture solutions for its customer.

Flexfurn has its own collection called X-Design, which showcases the company's innovative designs. With a focus on the event, hospitality and project markets. Flexfurn mainly serves customers in the Benelux, Germany, France and the UK. The company has good relationships with its customers and suppliers, which has contributed to its success.

The company has a unique position in a niche market and is the market leader and trendsetter in the industry. Flexfurn's furniture solutions are known for their flexibility, durability and ease of use, making them a popular choice for the B-to-B market that needs versatile and practical furniture solutions.

With about 20 employees, Flexfurn operates from Tessenderlo, where it also has a state-of-the-art showroom and logistics centre.

James Verbeeck, CEO at Flexfurn, says: 'With KeBeK's entry into Flexfurn's capital, we can further accelerate our growth of the past years to become the world player in our niche market of functional furniture.'

The partnership with KeBeK brings on board a reliable financial player and strategic partner to support Flexfurn in its further growth plans and share experience in building an international customer portfolio. Strategic acquisitions of complementary companies are also among the growth scenarios.

'We are delighted to partner with James and his team and, thanks to the quality of the work they have delivered so far, see Flexfurn ideally positioned to grow and consolidate its leading position,' said Gert Van Huffel, managing partner at KeBeK.

For more information:

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KeBeK Private Equity is an independent Belgian investment fund that participates in solid, medium-sized companies with identifiable potential for further value creation. KeBeK actively supports the management team of its holdings in the implementation of the jointly defined business strategy. KeBeK usually takes controlling interests, without however taking an operational role. The fund is managed by professionals who have worked together for many years and have a proven track record in the private equity sector. KeBeK's funds are provided by recognised institutional investors, family offices and successful entrepreneurs.

Flexfurn is the first investment of the KeBeK IV fund. Previous funds include stakes in Tailormade Logistics, Richa, Borek, Polysto, Schelstraete Delacourt and Addestino, among others.