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Press release

KeBeK PRIVATE EQUITY SELLS VAHB TO SYNERGIA

Van Assendelft Hollander Bogaert (VAHB), founded in 1959, is a leading player in the camping and leisure market. VAHB has a complementary brand portfolio consisting of Bo-Camp (trendy camping gear and compact furniture), Crespo (premium camping furniture), and Gimex (tableware for campers). Headquartered in Gilze (the Netherlands), VAHB serves customers and consumers across Europe through a multi-channel distribution model, combining both online and offline sales channels. In addition to its headquarters in Gilze, the company has branch offices in Valencia and Cologne. VAHB employs a team of approximately 40 enthusiastic staff members.

In March 2019, KeBeK Private Equity acquired a majority stake in VAHB. Under the leadership of Richard Schutte, CEO since August 2019, VAHB repositioned itself as a designer and seller of own-brand products. This transformation was accelerated by the acquisition of the Spanish company Indual (owner of Crespo) in February 2020 and the German company Gimex in March 2022. The sellers were advised in this transaction by IMAP (financial advisor), De Metz Advocaten (legal advisor), and LDS (vendor due diligence). Synergia Capital Partners is an independent investment company that has been investing in Dutch mid-sized companies since 1999.

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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. 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. KeBeK IV was established one year ago.

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