

Road Marking Manufacturer with Global Reach - TEASER

Sagsnummer: VBS0826

INTRODUCTION

The company is an international company that supplies raw materials and machinery to the road marking industry. They offer a strong portfolio of products and services to their customers.

Raw Materials and Machinery: The company provides road marking companies with the necessary raw materials and production machinery. This includes granulated thermoplastic for road marking as well as machines for manufacturing prefabricated road marking symbols and decorations. In addition to raw materials and machinery, the company also offers a unique chemical services to their customers.

Development Potential: With increased sales efforts, the company has significant development potential. They aim to fully utilize their resources in existing and new markets.

Owners' Retirement: The sale of the company is prompted by the owners' impending retirement. The seller is willing to accept a non-compete clause and be available to the buyer for a period of 6 months to 2 years.



Geography

The company is located in Denmark. The business is relocatable.

Industry Outlook

The company has the capacity to expand into the adhesive and coating industry due to their established laboratory service. The adhesive and coating industry is estimated to be 4-5 times larger than the road marking industry.



Potential

The company has a huge growth potential, and they are currently present in 4 states in the USA and there is significant growth potential if they distribute their products to more states. The potential is also huge in other current markets.

MARKET

The road marking market is dynamic and continues to evolve in response to changing mobility trends and safety standards worldwide. Those factors is resulting in a constant growth of the market. The company focuses on Europe and the USA as these countries are constantly developing their traffic safety and have high demands for their infrastructure.

China, India, and Italy are key players in the global road marking market, each contributing unique strengths and fostering competition within the industry. However, these competitors are experiencing issues related to capacity, quality and service. Consequently, customers who require high quantities and quality of the finished product tend to avoid suppliers from China, India and Italy.

ACQUISITION RATIONALE

The company is at a stage where there is gathered know-how and market knowledge to further develop raw material sales and machinery portfolio.

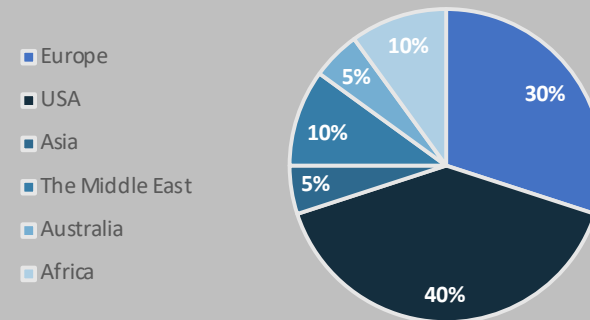
Raw material sales can be expanded as the company currently only has the capacity to sell to the road marking industry, where they hold a minor market share. The raw material program can also be sold to the paint, varnish, spackle, concrete and adhesive industries, if sales capacity is added.

Given the significant similarities between these machines and those used in the spackling industry, there are plans to adapt and market them for use in the spackling industry, which is estimated to be 5-10 times larger than the road marking industry.

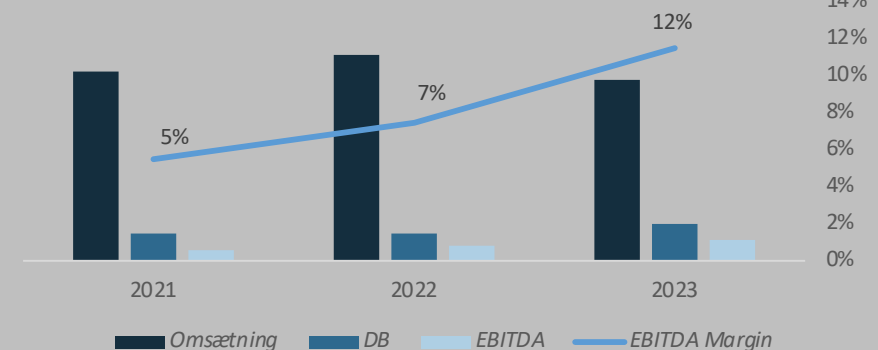
A strategic buyer from the industry or a related industry will therefore be able to achieve multiple synergy effects.

KEY FIGURES

Revenue Composition



Key Financial Highlights



Disclaimer

The following teaser has been prepared by M + A Virksomhedsbørsen A/S following discussions with the company's owner, information from the company's accounts and publicly available information.

Further information or sharing of the complete prospectus requires the signing of a Non-Disclosure Agreement (NDA).

If interested in receiving the complete prospectus or for further inquiries regarding the matter, please contact **Frank Kirk at +45 48 80 20 14 or frank.kirk@m-plus-a.com**.