

Importer of Fences with International Potential - TEASER

Case Number: VBS0828

INTRODUCTION

The company is an importer of fences, poles and related products. Its product range includes several proprietary items. Due to a strong focus on CO2-reduction and renewable energy, the company has significant growth potential.

Apart from fences, the product portfolio caters to forestry, nurseries and contractors. There is also a growing trade with retail chains. Private customers can purchase through the company's website.

They primarily cater to Danish customers, but in 2024, they obtained exclusive rights to sell goods from their supplier to the German market. Additionally, they have obtained the same right in the Scandinavian markets. The company offers high-quality products at the market's lowest prices and with fast delivery. The above written can be achieved by purchasing large quantities of goods and storing them in their large warehouse.



Location

The company is located in the Region of Central Denmark.



Legislation

ESG legislation for Danish companies to be carbon neutral increases the planting of new forest areas. Additionally, there is a new legislation for fencing of forest areas in Europe.



Partners

The company has exclusive rights in Scandinavia to sell fencing materials from their largest supplier. The supplier offers fences of the highest quality on the market at the most competitive purchase prices.

MARKET

The market in Northern Europe is expected to grow in the coming years due to increased legislation requiring companies to be carbon neutral, which can be achieved by planting trees. There is also legislation requiring that all new forest areas must be fenced, which has a positive impact on the market.

In addition to this, there is an increase in solar parks in Europe, where there are also requirements for them to be fenced.

ACQUISITION RATIONALE

The obvious buyer is a strategic buyer who already has the organization to develop the company and simultaneously capitalize on the market opportunities that they have created.

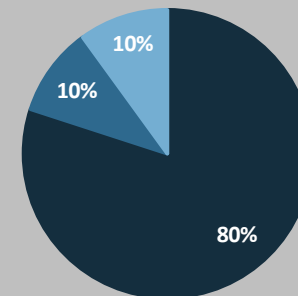
A larger organization would provide opportunities to develop a larger portion of their product portfolio. Currently, there is a focus on their best-selling products. There is untapped potential in the market to invest more in marketing, but it requires increased staffing to keep up.

The potential for the company is significant and the market is growing, partly due to afforestation efforts in Denmark. To fully capitalize on the potential, it requires doubling the storage capacity.

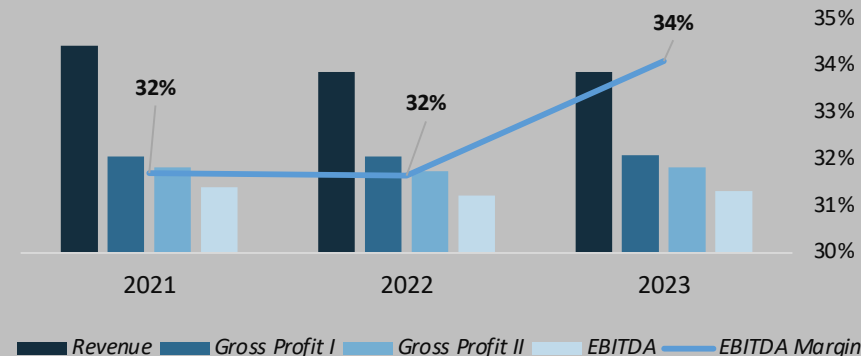
The seller is aware that he is a significant part of the company and is therefore willing to enter into a role in the company depending on the buyer's desires. The seller sees several opportunities to increase sales and profitability by focusing more on product development.

KEY FIGURES

REVENUE DISTRIBUTION BY PRODUCT CATEGORY



KEY FINANCIAL HIGHLIGHTS



Disclaimer

The present 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).

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