

Purus makes a strategic acquisition of Unidrain

18 November 2009 - Sjöbo, Sweden. Purus AB, the leading Swedish manufacturer of drainage, sanitary and plumbing products for wetrooms and bathrooms, has acquired 100% of the shares in the Danish company Unidrain A/S.

The company was previously owned by its founder and innovator Claus Dyre, the investment fund SR Private Brands and PC Holding, owned by the directors Christian Thing och Peter L. Clausen, and a number of smaller shareholders.

Unidrain, which was established in 2002, is best known for its patented drainage system, which is specially designed for placing against walls in bathrooms and shower rooms. Unidrain has in a short time become the market leader in Denmark for this product as well as enjoying success in number of other international markets. Unidrain has 20 employees and an annual turnover of about 75 million Swedish crowns (c£6.54m).

The president of the Purus Group, Göran Lundin, commenting on the announcement said: "The acquisition of Unidrain will further strengthen our leading position within the floor drainage sector in Scandinavia and other international markets. With one of the strongest product ranges on the market, we will now increase our ambitions, both in Europe and in the rest of the world."

Kim Henning, chairman of Unidrain, said: "We have made a heavy investment in both marketing- and product development and we are proud of the success of the Unidrain business. Purus, as a serious and long sighted buyer, is taking over a well-positioned company with very good potential for developing its business for the benefit of customers and employees."

Unidrain will continue to operate as an independent business under its own brand from its base in Denmark. The unit will be managed by Peter L. Clausen, who was the former sales manager at the company. The former managing director, Christian Thing, will assist with integration of the two businesses.

Göran Lundin says: "With the acquisition of Unidrain we have increased our interest in the new technical solutions which are now called close-to-wall drains or design drains. Together with our own products in this area and with Unidrains technical knowledge we will have a very powerful product offering which will benefit both architects and consumers."

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For more information please contact Göran Lundin, Purus AB, phone +46 416257 00 or e-mail gl@purus.se.

About Purus

Purus is private owned group with registered office in Sjöbo. The Purus Group develop, manufacture and market products for the sanitary- and furnishing market. The production is today taking place on three production units in Sweden and the group has today marketing subsidiaries in Scandinavia, England and Russia. The group has four product ranges: Floor drains- and channels, Indoor plumbing, Sanitary ware in stainless steel and Furnishing products in stainless steel.