

Press Release

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BÜFA continues to expand in other European countries

Oldenburg-based chemical company enters into merger and strategic partnership in the cleaning business

The BÜFA Group continues to expand in Europe and for the first time gains international partners in the cleaning sector. The Oldenburg-based chemical company merges with the Dutch TriStar Group and at the same time enters into a strategic partnership with the Swedish MacSerien group.

In order to meet the current challenges of the cleaning industry, BÜFA Reinigungssysteme is expanding its portfolio, its expertise in other sectors and its presence in Central and Northern Europe. So far, the cleaning area was primarily focused on the German market. With the merger of the three companies, production and sales in Europe will be further expanded. A major strategic advantage of the expansion is that customers can now be served internationally, as sales and technical service are available locally in many countries. Products from BÜFA Reinigungssysteme are now reaching the markets in the DACH region, Benelux, the Scandinavian countries and Estonia. With their sustainable corporate philosophy, the two partners are a perfect fit for the BÜFA Group and can expand the range with their own innovative solutions in a targeted manner. "With the partners TriStar and MacSerien, the BÜFA Cleaning business unit not only doubles its employees and almost its sales volume, but also gains new opportunities and markets," emphasizes Sebastian Specht, member of the BÜFA Group Management Team, responsible for the Cleaning business unit.

TriStar Industries was founded in 1991 and is an established manufacturer of industrial cleaning products in the Netherlands. With locations in the Netherlands and the UK and a

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turnover of approximately 10 million euros, TriStar serves various industries throughout Europe. The focus is on cleaning systems for the chemical industry, food industry as well as paints, printing inks and adhesives. At the same time, the company specializes in contract manufacturing and private labels.

"We are convinced that sustainable solutions will shape the future in the cleaning industry. As a team, we have always focused on developing the company in such a way that we can offer our customers the best service and solution. Joining the BÜFA Group, which also owns Vivochem in Almelo, gives us the opportunity to combine the strengths of both companies," says Paul van den Berg, CEO of the TriStar Group.

The MacSerien Group has two production sites in Sweden and Estonia as well as other sales sites in parts of Scandinavia. In 2021, the cleaning products manufacturer achieved sales of approx. 12 million euros. The products are mainly used in the areas of car care, water treatment, gastronomy and various branches of industry. MacSerien innovations include water-free chemicals and sustainable water recycling to support a green circular economy. "I am convinced that together with BÜFA we can make a positive contribution to this by providing innovative cleaning solutions with consideration for us and our planet. We are committed to this – just like our claim says: 'For a cleaner world'," explains David Eriksson, Managing Director of MacSerien.

With the merger with TriStar and the partnership with MacSerien, BÜFA Reinigungssysteme not only becomes more international, but also strengthens its position as one of the leading providers of cleaning, disinfection and care products as well as specialized services. "After gaining locations in Europe in the Chemicals and Composites business units in recent years, we now want to grow internationally in the Cleaning units and strategically strengthen ourselves with sustainability technologies," explains Felix Thalmann, CEO of the BÜFA Group.

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About BÜFA

The BÜFA Group is an independent, medium-sized company in the chemical industry. The family business based in Oldenburg has its roots in a trade in colored wood, oils and chemicals that was founded in 1883. Today, BÜFA offers a large number of products and services internationally in the three business areas Chemicals, Cleaning and Composites. Our customers include companies in the food processing, textile, industrial and vehicle cleaning, wind energy, rail and commercial vehicle sectors as well as boat and shipbuilding. The BÜFA Group currently has 650 employees. In 2021, BÜFA achieved sales of 343 million euros. Anchored in the corporate principles, BÜFA is strictly based on the principle of sustainability. BÜFA relies on "New Chemistry" and combines economic efficiency with social responsibility.

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