

## A clean decision!

maconda provides arguments in favour of the takeover of Dr. Schutz by the French Blanchon Group

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**The French Blanchon Group continues its path of international growth and acquired the German flooring specialist Dr. Schutz in December 2024. maconda contributed to the success of this transaction through a targeted market analysis. The main shareholders are IK Partners and Abenex, both based in France.**

The Bonn-based company Dr. Schutz specialises in products for the care and cleaning of floor coverings. This makes it an ideal addition to the portfolio of the Blanchon Group, a leading provider of surface coatings in the residential sector. The acquisition is part of the growth strategy of Blanchon and its main shareholders, IK Partners and Abenex, two French investor teams. The goal is to strengthen the group's international presence and become the European market leader in floor renovation and maintenance. To assess the potential of Dr. Schutz, 40 interviews were conducted with specialist retailers, installers, flooring manufacturers and other market experts to determine the company's positioning in the German market. This was combined with an assessment of brand awareness for Dr. Schutz.

The results revealed Dr. Schutz as a company with an outstanding reputation. Above all, excellent customer service, product quality and a broad product range are key success factors. The maconda team was therefore able to confirm further growth potential for Dr. Schutz – despite the market still suffering from the effects of the generally weak property market. However, as this does not affect existing floor coverings, which still require maintenance and protection, the forecasts for the company are positive. "Once again, the maconda team has demonstrated that we are an experienced partner, especially when it comes to analysing niche markets under tight time constraints," emphasises maconda Project Manager Bertram Stähler. "We wish everyone involved every success in further expanding and strengthening the international market position."

### About Dr. Schutz

Dr. Schutz was founded in Bad Pyrmont in 1955 and has established itself with the Dr. Schutz and Eukula brands as a provider of protection and care products for elastic floor coverings, as well as mineral and wooden floors. The company's core products are durable PU sealants. These products are primarily distributed through specialised dealers. Flooring manufacturers also constitute an important customer segment. Dr. Schutz is family-owned and employs around 90 people across more than 30 countries,

including Germany, Poland, Switzerland, the UK, and the USA. The company's headquarters are located in Bonn.

## About Blanchon

The Blanchon Group is a French supplier of coatings for the protection, care, and decoration of residential surfaces. The company operates a multi-brand strategy across the DIY, professional trades, and industrial segments. The group employs approximately 450 people and has nine branches in France, Belgium, the Netherlands, Italy, Poland, Switzerland, the UK, the USA, and China. The main shareholders of the Blanchon Group are the Lyon-based investors IK Partners and Abenex.

## maconda – strong expertise in the construction industry, construction chemicals and floor coverings

The maconda team has extensive expertise in the construction industry and has successfully completed numerous projects in this field, including commercial due diligences, strategic realignments, business model optimisation, and improvements in operational performance. This makes the Cologne-based team undoubtedly one of the most experienced consultants in the German-speaking region.

**Extensive industry experience:** floor coverings & insulation | construction chemicals | building materials | timber construction products | drainage technology and sewer construction | electrical installation | technical trades in many trades | water and fire damage restoration | engineering services | heating, cooling and air conditioning technology | fire protection technology | safety technology | lighting | forest nurseries | green roofs | DIY | home improvement | and much more

## About maconda

For more than 20 years, maconda has been providing support for company takeovers, performance optimisation and restructuring. With over 800 consulting and implementation projects and more than 450 transaction-related mandates, maconda has extensive experience in providing pragmatic support for even the most challenging projects. Its clients include medium-sized companies, divisions of large companies as well as international private equity investors and family offices.

**maconda sector expertise:** construction-related products and services | manufacturing industry | B2B and B2C services | retail & ecommerce | mechanical engineering | packaging & filling | consumer goods | food | future technologies | and much more

**maconda core topics:** Commercial transaction services | Business model development | Performance management