



PRESS RELEASE

Wholesale Meets Production: t.trading and Boizenburg Fliesen To Expand Together in Future

The internationally active wholesaler t.trading and the long-established tile manufacturer Boizenburg will work together as sister companies in future and will form the **Keramische Partnerschaft Boizenburg**.

Boizenburg/Elbe and Winsen/Luhe, September 2016. A few days ago, a signature cleared the way for a new development in the German tile industry: the internationally successful wholesaler t.trading from Winsen (Luhe) in Lower Saxony and tile manufacturer Boizenburg Fliesen with a tradition going back over 100 years are to merge. Under the name "Keramische Partnerschaft Boizenburg" (Boizenburg Ceramic Partnership), both companies will operate in Boizenburg under the management of Alexander Stenzel. The transaction for Boizenburg Fliesen's new start was initiated by the von der Heydt Industriekapital (VDHIK) investment company. The partnership's first joint appearance will be at the leading international trade fair Cersaie in Bologna, Italy, from 26 – 30 September 2016 (Hall 32, Stand B26).

In taking over Boizenburg Fliesen GmbH, Alexander Stenzel will add the traditional Boizenburg Fliesen brand and the "Made in Germany" label to his internationally active trading company t.trading. "Produce locally – act globally" is how Stenzel sums up his strategy. "My company has benefited greatly from global trade. I am familiar with both the strengths and the weaknesses of foreign manufacturers. This is precisely why I believe in Germany as a production location when it works closely with the wholesale sector. And that is exactly what we will be doing from now on in Boizenburg", says Alexander Stenzel, explaining his decision. "The teams of both companies already see immense synergies – we will be able to act as multipliers on the market and achieve much for the future of German tile manufacturing," says Stenzel confidently. In future, t.trading will benefit from the abundant warehouse space and will be able to use the excellent logistics platform available locally. For Boizenburg Fliesen, this represents an opportunity to gain recognition as a reliable manufacturer on the market again.

Know-How and Innovative Spirit for a Successful Future

Boizenburg Fliesen has a long and eventful history behind it. Founded in 1903, the company had in the recent past become too remote from the market and in spite of available production expertise, was no longer able to react sufficiently quickly to trends. The last few years have shown clearly that without a competent partner, Boizenburg Fliesen – one of the last German tile manufacturers – would have disappeared from the market. In contrast, wholesaler t.trading has grown continually since its formation in 2003 and has developed from being solely an importer to become a major partner for dealers. On this point, Christoph Koos, managing director of von der Heydt Industriekapital, says, "I have come to appreciate Alexander Stenzel as a true entrepreneur. Without his commercial farsightedness, this transaction would not have been possible. Through his excellent network of contacts in the international tile industry, he will advance the success story in Boizenburg and considerably upgrade the location."

A further strategic point will be the opportunity for t.trading to establish some trends of its own and its ability to react directly to market needs through local production. He also sees a major opportunity for what had



recently become the lean market share of German-manufactured tiles. "We will now be able to supply design requirements from the trade from Germany-based production directly. It won't be better or – in particular – any quicker than that!" Stenzel emphasises.

A native of Mannheim, Stenzel has already demonstrated that he is not only enthusiastic but also commercially farsighted and has a feeling for tiles. After completing an apprenticeship at Raab Karcher, he successfully worked in sales at Toprak Deutschland GmbH before forming t.trading in 2003.

Uniform Design and a New Product Line

The new dynamism is apparent in the change to the tile manufacturer's market presence and in its positioning in new product markets. In future, Boizenburg Fliesen GmbH will display a red phoenix in its logo and market its products under the "z-keram" brand. "As a precaution, we've kept Hermes – who is also the patron saint of merchants – in the new Boizenburg logo," says Stenzel jokingly. To demonstrate that the partnership will continue to consist of two independently active companies, t.trading will follow this line and change its corporate colour from orange to red.

Information on the Participating Companies:

Boizenburg Fliesen GmbH (www.boizenburg-fliesen.de)

Boizenburg Fliesen GmbH has a tradition of tile manufacturing going back over 100 years and was one of the leading tile manufacturers in Germany for a long time. The company has been a member of the Keramische Fliesen and Platten industry association since 2004.

t.trading GmbH (www.t-trading.de)

Since its formation in 2003, die t. trading GmbH has supplied wholesalers and industry with floor tiles, wall tiles, and terrace tiles etc. At the same time, it supplies its own product ranges and also makes exclusive, individually-packed products. t.trading employs about 70 people in Germany and the Benelux countries and always has 1,000,000 square metres of tiles available.

von der Heydt Industriekapital (www.vdhik.de)

Von der Heydt Industriekapital GmbH (VDHIK) regards itself as an investor, manager and mediator between the medium-sized sector and capital. VDHIK participates operationally in the continued development of the companies it acquires. At the same time, it pays tribute to entrepreneurial accomplishments and the recognition and respect these create. Von der Heydt Industriekapital has structured this acquisition and holds a minority stake in Boizenburg Fliesen GmbH.