

Groot-Bijgaarden, 9 February 2017

Puratos acquires 100% of “Diamant”, one of the leading bakery ingredient producers in Central Europe, from Werhahn Group.



About Puratos

Puratos is an international group, which offers a full range of innovative products and application expertise for artisans, industry, retailers and food service customers in the bakery, patisserie and chocolate sectors. Our headquarters are located on the outskirts of Brussels (Belgium), where the company was founded in 1919. Today, our products and services are available in over 100 countries around the world. In many cases, they are produced locally by our subsidiaries. Above all, we aim to be 'reliable partners in innovation' across the globe to help our customers deliver nutritious, tasty food to their local communities.

For further information,
visit www.puratos.com

Diamant is one of the leading bakery ingredient producers in Austria. It also has a strong market presence in Poland and the Czech Republic, and is available throughout Central & Eastern Europe through distributors / partners under its own brand or via private label.

“This acquisition will help us increase our presence on the Austrian market, and strengthen our already strong position in Central & Eastern Europe. An experienced team and a solid manufacturing unit in Austria itself, and the long-time presence of Diamant on the market, will allow us to further grow our sales in a region which is very influential in the rest of Central & Eastern Europe” says Daniel Malcorps, Chief Executive Officer of Puratos.

“With the acquisition of Diamant, we are extremely pleased to double the size of our business in Poland and the Czech Republic. We believe to be able to become a true & complete business development partner for the Austrian bakers, chocolatiers & patissiers, with a strong local presence and excellent services, including the innovation center in Wels. In Poland and the Czech Republic, we will be able to offer a wider product and service range to the customers, as we will unite & build on the strengths of both Diamant & Puratos in these countries” says Piet Sanders, Markets Director for Northern & Eastern Europe at Puratos.

“Diamant has been an integral part of the Werhahn group for over 20 years. We would like to take this opportunity to thank the management and all employees for the passion and enthusiasm they have demonstrated for the bakery ingredients business during this time. As the Werhahn Group has now decided to focus on its three core divisions: Building Materials, Consumer Goods and Financial

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About Werhahn

Founded 175 years ago as a diversified family business, Werhahn has developed into a corporate group with a diverse array of activities, both in Germany and abroad. A close relationship with markets and customers, reliability and social responsibility are the values that the family-run business has always practiced and maintained. Werhahn continues to be one-hundred percent family-owned and resides in Neuss.

For further information,
visit www.werhahn.de/en/

Services, we are very happy to have found in Puratos, a successor who shares our values as a family business. As part of a growing and dynamic worldwide business, we know they will provide Diamant with outstanding development opportunities in the future," says Anton Werhahn, CEO of Werhahn.

With more than 50 years of expertise, Diamant is headquartered in Wels, Austria, and employs more than 150 people.

Press Contact

Puratos Group

Pascale Jantcheff

Puratos Group Marketing Services Director

T +32 2 481 44 44

E info@puratos.com

Puratos NV/SA

Industrialaan 25

1702 Groot-Bijgaarden

Belgium

www.puratos.com