

[Nieuws](#) > [West-Vlaanderen](#) > Roeselaarse firma Ciranova vaart nieuwe en ambitieuze koers onder Franse vlag

Roeselaarse firma Ciranova vaart nieuwe en ambitieuze koers onder Franse vlag



© WEST-VLAANDEREN 09 juni, 2021

Door Karel Cambien

ROESELARE – Het wereldwijde actieve Roeselaarse nichebedrijf Ciranova – specialist in beschermende en decoratieve coatings voor de woningmarkt met de merken *Ciranova* en *Geka* – komt terecht in Franse handen. De deal werd de voorbije dagen ‘geclosed’.

De sterke Franse groep en concullega Blanchon (Lyon) is de overnemer van dienst. Wouter Devaere en zijn vrouw Katrien Vandermarliere, die de zaak verkopen, blijven operationeel actief in de nieuwe constellatie, en hebben als sprekend bewijs voor hun nieuwe ambities, zelfs een minderheidsparticipatie genomen in de nieuwe Franse moedermaatschappij.

Beide bedrijven zijn in deze nichebranche (coatings) geen onbekenden voor elkaar. De eerste Franse sirenezangen aan het adres van de West-Vlaamse speler dateren van eind december 2020. “Toen ze in Roeselare kwamen met hun voorstel, was het van hun kant liefde op het eerste zicht”, vertelt Wouter Devaere. “Het klikte meteen ook op menselijke vlak. Op zes maanden tijd zijn we door het hele proces gegaan, met de gewaardeerde medewerking van expert in de materie Bruno Vervisch.”

Blanchon en Ciranova zijn allebei wereldspelers, en hebben een complementair aanbod. Blanchon, dat drie state-of-the-art fabrieken heeft in de buurt van Lyon alsook een fabriek in de buurt van Milaan, richt zich vooral op coatings voor de retail, de professionele markt en de industrie. Het Franse bedrijf (80 miljoen euro omzet, 400 medewerkers) is ook beduidend groter dan zijn nieuwe West-Vlaamse dochter (15 miljoen euro omzet, 60 medewerkers) en in die zin is de overname – die alles weg had van een *offer you can't refuse* – niet onlogisch.

Eén plus één is drie

De leidende tandem in Roeselare – Wouter Devaere en zijn echtgenote Katrien Vandermarliere – denken operationeel lang niet aan uitbollen en tonen zich zelfs uitermate ambitieus. Wouter Devaere krijgt als bestuurder en manager de verantwoordelijkheid om de internationalisering nog meer vleugels te geven. Katrien Vandermarliere blijft CFO.

De nieuwe groep – die zich wil profileren volgens het principe één plus één is drie – is actief in een zestigtal landen. Ciranova, een verborgen parel in het West-Vlaamse landschap en sinds enkele maanden ook gehuisvest in een nieuwe hoofdzetel om u tegen te zeggen, heeft ook eigen logistieke en sales sites in de VS (Chicago) en China (Shanghai). “De *Ciranova Academy* in Roeselare wordt in de nieuwe opstelling ook het centrum voor industriële innovaties en opleidingen”, aldus nog Devaere.

REAGEER OP DIT BERICHT

Graag een reactie plaatsen op dit bericht? Registreer je dan nu op made-in.be

[Registreren op made-in.be](#)

Heb je al een Made in-account?
[Klik dan hier om in te loggen](#)

Blanchon, a leading European player in the home improvement markets, accelerates its international expansion with the acquisition of Ciranova in Belgium

Paris, June 3rd 2021. Blanchon Group announces the acquisition of Debal Finance (known under Ciranova brand), a Belgian family-owned business generating €15m turnover, specialized in the design and manufacturing of finishing products for parquet and wood floorings for more than 90 years, dedicated to professional and industrial customers.

This acquisition is part of Blanchon Group strategy to accelerate its international growth, to become a European leader in protection, maintenance, renovation and decoration of wood and vinyl flooring and surfaces. With a commercial presence in more than 24 countries around the world, including North America and Asia, Ciranova's operations from 4 platforms located in Belgium, in the United States and in China, will complement the well-established Blanchon European subsidiaries to accelerate the group international business growth.

Leveraging on the complementary combination of the Blanchon and Ciranova product lines, their strong brand awareness, as well as on their respective client portfolios, this acquisition allows Blanchon Group to become the Belgian leader in the supply of products and services to professional and industrial customers. Ciranova R&D team will also strengthen Blanchon Group recognized product formulation and UV technology, and improve its capacity to provide its customers with new product innovations. The new Group ambition is twofold: first of all to support the development of all customers in the short, medium and long term; and to strongly increase the Group market shares in the professional and industrial segments.

The 60 highly-skilled employees of Ciranova are now joining the Blanchon Group experienced and multi-functional teams. Debal Finance top Management will remain fully involved in the company, and will take over the overall responsibility for the Industry segment. Moreover, they have invested into the Blanchon group alongside the current shareholders.

"With nearly 7,000 references across 55 countries on 5 continents, top line growth and international expansion are at the heart of the Blanchon Group strategy. The acquisition of Ciranova is an additional step towards achieving our ambition to double our international sales over the next 5 years." Guillaume Clément, President and CEO of the Blanchon Group, comments.

"We are very pleased to join Blanchon Group, as we share the same values. Benefitting from its brands strong reputation in Europe, as well as solid R&D expertise and a highly technical product range, Blanchon Group has a very complementary offer to Ciranova's value proposition" adds Wouter Devaere, CEO of Ciranova.

"This highly synergistic acquisition is the result of an external growth strategy initiated when Abénex acquired Blanchon, in order to accelerate the Group international expansion. It enables the Group to achieve nearly €100m in revenue in 2021, which becomes a leading European player in this niche market. We are currently looking at several other strategic acquisitions that could further reinforce Blanchon Group European positions in the near future", indicates Jérôme Vandermarcq, Partner at Abénex.

About Blanchon (www.blanchon.com):

Blanchon is a specialist in wood coating products for indoor and outdoor applications. With its brand Syntilor dedicated to DIY, Blanchon for professional distribution and craftsmen and Blanchon Industrie for flooring manufacturers, the group is present in all customer categories in France. The group generates nearly 30% of its business abroad thanks to its high brand awareness and its technical expertise which is recognized throughout the world.

About Abénex (www.abenex.com):

Created in 1992, Abénex is a long-standing player in French private equity, specializing in growth and buyout transactions, both as a minority or majority shareholder. Independent for more than 10 years, Abénex operates in three private equity segments: small cap, mid cap and real estate.

In the small cap and mid cap segments, Abénex is a long-term investor partnering with entrepreneurs and founding families, and operationally involved in growth and optimization projects. Abénex is committed to the management teams' success, providing them with a fully dedicated operational team to support their projects of transformation and external growth.

Abénex invests in SMEs valued up to €50m in small cap and between €50m and €500m in mid cap. In real estate, Abénex invests in value-add projects valued up to 80 million euros, and in Core + opportunities up to 50 million euros in value, particularly in the distribution and logistics sectors, serviced residences and education.

Based in Paris and Lyon, the team is made up of 30 professionals with proven and recognized know-how.

Contact details:

Blanchon Group : Guillaume Clément, +33 7 77 93 29 41

Abénex : Jérôme Vandermarcq, +33 4 81 65 92 59

Blanchon Management: Guillaume Clément, Jacques Chatenet, Noémie Berling

Abénex: Jérôme Vandermarcq, Johann Dupont, Vincent Gouedard

Blanchon advisors:

M&A: Clairfield International (Hans Buysse, Laurenz Van De Moortel)

Legal and social due diligence / Legal structuring: Strelia (Gisèle Rosselle, Cédéric Devroey)

Financial and Tax due diligence: Eight Advisory Belgium (Philippe Fimmers, Edouard Decamp, Henri Lippinois, Steven Peeters, Noémie Moortgat)

Environmental due diligence: Abo group (Jan de Vos, Emilie Pape)

Ciranova advisors:

M&A: Vervisch Overnamebegeleiding (Bruno Vervisch)

Legal structuring: Argo Law (Bert Van Ingelghem, Mattias Verbeeck)