

VOGEL'S strengthens position in professional market taking a majority shareholding in SmartMetals Mounting Solutions

Eindhoven – 23 May 2018

Vogel's®, market leader in TV mounting systems, announces for the third time in one year, a significant expansion of the Vogel's group. In the year of her 45th anniversary, the parent company of this family owned company takes a majority interest in *SmartMetals Mounting Solutions*. They are particularly active in the B2B market and offer a complete range of floor, wall and ceiling mounting solutions for projectors, flat screens and whiteboards. With this majority interest, Vogel's wants to position itself even more as a specialist in AV product solutions. It is strengthening its position in the professional market, thereby fulfilling its growth strategy.



SmartMetals projector, flat screen, whiteboard and custom solutions

After ratification of the majority interest by Vogel's, SmartMetals Mounting Solutions will continue to exist as an independent entity. Both companies will use each other's strengths.



Vogel's Professional Solutions as well as SmartMetals both work in the same field, but both the product ranges and the different market segments are largely complementary to each other. This means a broadening of everyone's possibilities and exchanges in the field of purchasing, production, marketing and sales, in addition to natural knowledge and capacity.

Gerdi Vogels, CEO Vogel's: "I am very pleased with this expansion for the Vogel's group. This majority interest in SmartMetals offers a stronger market position in the growing Professional market. This combination will enable us to improve our market position and strengthen our distribution with both brands. With this acquisition, we are spreading our wings. It is going to offer new opportunities and possibilities in the B2B sector.

Vincent Rekveldt, CEO and co-owner of SmartMetals Mounting Solutions: "Since 2004, we have developed ourselves as a brand into a specialist in, among other things, tailor-made solutions for professional applications. We are also a leader in lift systems. This participation of Vogel's fits perfectly in the development phase in which SmartMetals finds itself. We look forward enormously to the opportunities it offers for a joint wider deployment of our expertise and in distribution.

By joining forces, both companies can improve their market position and realise new developments in the professional market for mounting systems. The two companies are complementary to each other and will strengthen each other through this acquisition.



Vogel's Connect-it Floor Series



About Vogel's

Since its foundation in 1973, Vogel's has grown into an internationally successful company that produces a highly distinctive range of mounting and support systems for audiovisual & multimedia equipment. Today, Vogel's is known around the world for its excellent range of mounting solutions for TV screens, audiovisual equipment and tablets everywhere in the home and in the business-to-business market. Worldwide there are approximately 140 employees. More information can be found at www.vogels.com.

About SmartMetals

SmartMetals Mounting Solutions B.V. started developing a line of AudioVisual suspension systems for projectors and flat screens in 2004. In the years that followed, the company focused on expertise in lift systems and tailor-made support systems. SmartMetals consists of approximately 50 employees. For more information, please visit: www.smartmetals.nl.

For more information, please contact:

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