

# Press Release Dorema Group

## Acquisition DEFA Europe

Dorema are pleased to announce the acquisition of DEFA Europe BV.

All new and existing business matters of DEFA Europe BV will with immediate effect be continued and run by the Dorema Group.

DEFA-founder and owner Mr Ed Gerritsen is confident and thrilled with the fact that his "life's work" will continue under the banner of such a prominent market leader as Dorema. DEFA has evolved over the decades into a highly successful and respected trade supplier of Camping, Caravan and Car Accessories, Health mattresses and pillows. DEFA products are mainly distributed by Camping and Caravan Dealers, Medical wholesalers and Retail organizations in Benelux.

Dorema are very proud to add these DEFA activities to its portfolio. The range of products and the existing customer base of DEFA connect seamlessly with the Dorema organization.

Dorema are also pleased to announce that with effect 1st of October 2013 Mr Ralph Berns assumed the position as the manager of this new venture. Ralph joins Dorema as a proven Sales Manager with more than 12 year's experience with OCS Recreation who are based in Hengelo, Netherlands. Ralph is a very well-known and respected figure within the Caravan and Camping industry.

DEFA will remain with its own identity and will continue to develop its own product range, advertising and prices under the umbrella of the Dorema Group. It is our intention that by the end of December 2103, the company will have been integrated fully with the Dorema Headquarters and distribution depot in Doetinchem. This will ensure that new and existing customers can take full advantage of the combined deliveries and high service levels.

Over the next 6 weeks in Amsterdam Ed Gerritsen, Rob Hoeksma and Ralph Berns will host a series of "DEFA Dealer Days". This is an ideal opportunity to examine and view the latest developments within the DEFA range. The dates of this trade show are November 4th until December 15th and they would be very pleased to meet you.

[www.defa.nl](http://www.defa.nl)

Doetinchem, November 5, 2013