

Established Italian Producer of Industrial & Consumer Chemical Solutions



MERGERSCORP

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The Company is a well-established Italian manufacturer and distributor of specialty chemical products, with a long-standing heritage rooted in post-war industrial development. Over decades, the business has evolved into a recognized market player, offering a comprehensive portfolio of high-quality solutions across multiple application areas.

With a strong focus on in-house production, operational efficiency, and customer satisfaction, the Company combines traditional expertise with continuous innovation, positioning itself as a trusted partner for professional and retail clients.

Investment Highlights

1. Established Market Presence

- Long operational history with strong brand recognition in Italy
- Loyal and diversified customer base across multiple regions
- Proven track record of consistent product quality and reliability

2. Vertically Integrated Production Model

- Over 90% of products manufactured in-house
- Full control across the value chain (formulation → production → distribution)
- Ensures quality consistency and margin optimization

3. Broad and Diversified Product Portfolio

Comprehensive range of solutions including:

- Surface treatment (stone, marble, tile, and industrial materials)
- Cleaning and detergents
- Drain cleaners and descaling solutions
- Pool maintenance chemicals
- Paints and coatings

4. Strong Competitive Positioning

- Wide product assortment with high SKU depth
- Competitive pricing with strong price-to-quality ratio
- Distinctive branding and product design

5. Stable and Scalable Business Model

- Repeat customer base with long-term relationships
- Multi-channel distribution (B2B wholesale, retail networks)
- Opportunities for geographic and product line expansion

Business Model

The Company operates through a fully integrated manufacturing and distribution model, supported by:

- In-house R&D and product development

TARGET PRICE

EUR 4,500,000

GROSS REVENUE

EUR 5,100,000

EBITDA

EUR 0

BUSINESS TYPE

Manufacturing

COUNTRY

Italy

BUSINESS ID

L#20261029

- Efficient production processes
- Established distribution network across Italy
- Strong relationships with wholesalers and retail partners

Key Revenue Drivers:

- Broad product catalogue addressing multiple use cases
- High customer retention and repeat orders
- Continuous product innovation and portfolio expansion

Competitive Advantages

- High level of vertical integration (in-house manufacturing)
- Extensive product range covering multiple end-markets
- Strong customer loyalty and brand reputation
- Flexible production capabilities enabling tailored solutions
- Consistent focus on quality and innovation

Growth Opportunities

- Expansion into new geographic markets (EU and beyond)
- Further development of private label / B2B partnerships
- Product line extensions and innovation
- Strengthening digital and e-commerce channels

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