

CF Group acquires Starline and consolidates its position as a major player in the European pool market

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CF Group, a European multi-specialist manufacturing and distribution group of swimming pool equipment - established in more than 40 countries - employs 1,200 people worldwide and has a consolidated turnover of more than 300 M€.

In the continuation of its external growth strategy, CF Group acquires the Dutch company Starline, a leading manufacturer and distributor of polypropylene and composite swimming pools, pool covers and water treatment systems in the Benelux and UK markets.



Founded in 1974, Starline achieved a turnover of 46 M€ in 2021 with a growth rate of more than 130% over the last 5 years.

By generating over half of its revenue in the pool cover segment, it offers strong business synergies with CF Group, which will thus strengthen its leadership in this segment and consolidate its position in the Belgian, Dutch and UK markets.

"This merger is a very positive story for Starline," says Victor de Vries, CEO of Starline. "It will leverage the strong business synergies that exist with CF Group, especially in the German-speaking markets.

"CF Group is very enthusiastic about this acquisition, which will support the growth of our strategic business activities in the coming years," adds Cedrik Mayer-Klenk, CEO of CF Group. "The integration of Starline's industrial tools and complementary expertise will be an asset in the consolidation of our positions in dynamic markets".

CF Group would like to express its warm thanks to Stan Van Gansewinkel, Starline's majority shareholder, for his strategic vision and Victor de Vries for his operational performance, which have directly contributed to the company's exceptional results and growth.



▶ CF Group key figures

- ▶ 316 M€ of consolidated sales in 2021
- ▶ 15 brands
- ▶ Established in more than 40 countries
- ▶ More than 1200 employees

▶ Starline key figures

- ▶ 46 M€ in revenues in 2021
- ▶ 8 brands
- ▶ 136 employees

▶ About CF Group

CF Group, a German family group with a European dimension

CF Group was founded in 2019 from the alliance between two family-owned industrial companies with shared values and complementary expertise: Chemoform AG and Fija. Established for 60 years in Wendlingen-am-Neckar (Baden-Württemberg) in Germany, it is **one of the leaders in the manufacturing and distribution of equipment and consumables (water treatment) for private and public swimming pools.**

Operating in more than 40 countries with 12 dedicated production and logistics sites, CF Group ambitions to continue its international growth while maintaining a local presence and a strong proximity to its historical customers.

With more than **15 brands dedicated to the world of swimming pool equipment**, and also collaborating with many established brands, CF Group is positioned as a professional, serious and sustainable player in all distribution channels.

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