

JUNE 2021 DEAL OF THE MONTH

CLAIRFIELD
INTERNATIONAL

CLAIRFIELD ADVISES LEADING DUTCH DISINFECTANT BRAND ON ITS SALE TO STRATEGIC INVESTOR

NETHERLANDS

**BLUE
WONDER**

was sold to

HG

www.clairfield.com

Transaction summary

Blue Wonder, a market leader in the Netherlands in fully compliant disinfectant cleaning products, was sold to HG International, one of the largest European players in the market of specialist cleaning products.

Company profiles



Blue Wonder is a traditional Dutch company originally based in the IJmuiden port area, where its powerful products were mainly used to clean ship decks and fish auction halls. Today, Blue Wonder cleaning products are sold by various food and non-food retailers throughout Western Europe. Its exceptionally effective disinfectant cleaning products have made Blue Wonder the market leader in the Dutch consumer market, with particular resonance in the COVID era.



Backed by PE firm Cobepa, HG is one of the European leaders in specialist cleaning and maintenance products. The company employs more than 200 dedicated people on a full-time basis. The headquarters and production site are located in Almere in the province of Flevoland. The HG brand is sold in 45 countries in supermarkets, drugstores, and DIY outlets as well as through online channels.

Transaction rationale

The merger with HG makes it possible for Blue Wonder to realize its international growth ambitions. Using HG's distribution network, Blue Wonder can improve its presence in Western Europe as well as expand to new regions.

With Blue Wonder, HG has a market leading position in disinfection cleaning products, as well as a strong household brand in non-specialist cleaning products. The acquisition reaffirms HG's ambition to become the undisputed European leader in specialist cleaning products, through organic growth and acquisitions.

Clairfield role

Following the increased interest for disinfection products, Blue Wonder was approached by multiple parties concerning a possible sale. At this point Blue Wonder's shareholders asked Clairfield Netherlands to advise them on a structured process.

Clairfield Netherlands lined up several interested parties to ensure a competitive process, with the help of its partner offices. In the end, HG was chosen as the most attractive party and following a smooth due diligence process the deal was finalized.

"The transaction is of great strategic importance to Blue Wonder and makes it possible to realize our international European ambitions. Thanks to the entire Clairfield team for the excellent guidance and assistance during the process." - Frank van der Klaauw, CEO Blue Wonder

Clairfield International acted as exclusive financial advisor to Blue Wonder.

Deal team: Damman Nordbeck, Frank de Lange, Michaël Bayer, Niels Loomans

Selected Clairfield International transactions in household goods

POLAND

nesperta

sold a majority stake to



RESOURCE PARTNERS

GERMANY



Mandarin Capital Partners

acquired a majority stake in

KLAPP
GROUP

FRANCE/
NETHERLANDS



BRICOMOND

backed by




Amundi SOCIETE GENERALE

acquired



maclean
HOME OF HEAR

NORWAY/US



JÖTUL

was sold to



OPENGATE CAPITAL

DENMARK/FRANCE



Interflora

was sold to



Ifpi

GERMANY



Werhahn
Ein Haus verbindet

sold



alessandro

to

WildeGroup
Competence in Beauty

FRANCE



aterno
In multi-brand Cosmetics

was sold to



MEESCHAERT
cosmetics

FRANCE/BELGIUM



JOJO

acquired

CHACON

DENMARK



W
WENDELBO

was sold to

MAJ INVEST

NORWAY



D
DERMAGRUPE

was sold to

L'ORÉAL

FINLAND

GENELEC

minority shareholder redemption arrangement with

PRIVATE INVESTORS

AUSTRALIA



windoware windoware



SMART

was sold to wholesaler of window furnishing

Leading independent M&A advisor for midmarket deals in the household goods sector

REFINITIV 

Ranking from 2018 to the present, deals under 100 million

Company	Ranking
KPMG	1
K3 Capital Group PLC	2
PricewaterhouseCoopers	2
Rothschild & Co	4
Deloitte	5
Oaklins	6
Clairfield International	7
Alantra Partners SA	7
Centerview Partners LLC	7
GCG	7
IMAP	7
Vitale&Co-IMAP	7
Baker Tilly International	13
Barclays	13

CONTACT

Damman Nordbeck

Partner

Clairfield Netherlands

dnordbeck@clairfield.com

Prins Bernhardplein 200,

1097 JB Amsterdam

+31 20 238 1020

For more information

on Clairfield, contact:

press@clairfield.com