

The Doucet group sells its consumer range

Paris, December 2010 - *The Consumer range of the Doucet group has been sold to investment funds as part of a new MBO transaction organized by Azulis Capital.*

Created in 1999 by Bernard Guez, the Doucet group is one of the major French manufacturers of hygiene, cleaning, protection and renovation products. Its activities are split between the consumer range, which offers a broad line of household products, with brands which are leaders in their markets (such as Starwax, Sinto, Kapo or Kiraviv), and the professional division which supplies the public sector, SMEs or farms with a broad range of specific solutions (with the brands Atout Vert, Purodor and Marosam). In 2010 the group had 400 employees and generated turnover of around €80 million.

Since its buyout in 2004 by ING Parcom Private Equity as part of an MBO, when Capzanine participated in the financing of the mezzanine transaction, the group has expanded its historic market positions and has integrated three new companies. Its innovation policy in the market for plant-based chemicals has been strengthened (launch of the Atout Vert brand and acquisition of Laboratoire Salveco) and today benefits from very strong know-how.

After six years spent developing the Doucet group as a whole, the shareholders decided to sell the Consumer range (under the Brunel label) to Azulis Capital and Gimv as part of an MBO transaction around the Brunel management team led by Jean-Pierre Dano. With the support of their new shareholders, the managers intend to continue with the development of the Brunel group, notably by expanding the product lines and rolling out new distribution channels, in France and abroad.

The shareholders and founders of the Doucet group are keeping the Professional Products (Atout Vert, Purodor and Marosam brands) and plant-based chemical activities (Laboratoire Salveco), and wish to promote their development, in particular in the market for plant-based chemical products.

About Capzanine

Capzanine is an independent investment Fund founded in 2004 and a pioneer in combined “equity and mezzanine” investment. It supports businesses in their quest for growth, providing financial and industrial expertise to successfully conduct transmission or development phases. Depending on the case, Capzanine invests either as a majority or minority shareholder and/or as a mezzanine investor in unlisted small and mid cap companies, with an Enterprise Value of between 20 and 300 million euros.

Based in Paris and run by two partners, David Hoppenot and Christophe Karvelis, Capzanine currently has €565 million under management. The fund’s investments include: Groupe Bertrand, 5 à Sec, AMS, Star’s Services...