

Blanchon Group, a leading European player in protective and decoration coatings for the home improvement market, accelerates its international growth with the acquisition of Dr Schutz in Germany

Lyon, December 3rd, 2024. Blanchon Group (“Blanchon” or “the Group”) announces the acquisition of Dr Schutz (known under Dr Schutz and Eukula brands), a German family-owned business specialising in the renovation, protection and maintenance of floors, including vinyl, epoxy and wooden floors for commercial and sport segments. For more than 70 years, Dr Schutz has been developing, manufacturing and selling speciality polyurethane systems for heavy renovation of vinyl and epoxy floors as well as flooring care products, dedicated to professional customers.

Supported by IK Partners and Abenex, this acquisition is part of Blanchon Group’s strategy to accelerate international growth and become a European leader in protection, renovation, maintenance and decoration of wood and vinyl flooring and surfaces. With a commercial presence in more than 30 countries and exclusive partners in key regions, Dr Schutz operates from five main sites in Germany, Poland, Switzerland, the UK and USA. These will be added to the well-established Blanchon subsidiaries to broaden the Group’s geographical presence.

This acquisition leverages the complementary combination of the Blanchon and Dr Schutz product lines, their strong brand awareness and their respective client portfolios. It positions Blanchon Group to become the leading floor renovation specialist for professional customers, solidifying its position in the DACH region, the Netherlands and Nordics, amongst others.

The 90 highly skilled employees of Dr Schutz are now joining Blanchon Group’s experienced and multi-functional teams. Dr Karl-Michael Schutz and his top Management remain fully involved in the company and he will take over the overall responsibility for Germany and the vinyl floor renovation business segment.

Guillaume Clément, President and CEO of the Blanchon Group, said: “We are thrilled to welcome Dr Schutz into the Blanchon family. This acquisition is a significant milestone in the Group’s almost 200-year history. Through this acquisition, Germany, the largest flooring market in Europe, will become one of our most important markets, alongside France. A strong team of professionals led by Dr Karl-Michael Schutz are joining us and will ensure our company’s continued development for years to come. The acquisition of Dr Schutz will enable us to provide our customers with a full product range in the flooring segment, including specialty systems for heavy renovation and a full range of wood and vinyl care products. Step by step, we are building a truly international company dedicated to indoor and outdoor surface care. Dr Schutz is a perfect match”.

Dr Karl-Michael Schutz, co-owner of Dr Schutz stated: “We are very pleased to join Blanchon Group. Our motto ‘We care about floors’ fits perfectly with Blanchon’s ethos and we share the same DNA and values. Benefitting from its strong reputation in Europe, as well as its solid R&D expertise, the Group has an offering that is highly complementary to Dr Schutz’s technical product range and value proposition. Joining forces will ensure strong development, benefitting our employees, customers and partners”.



Dr Karl-Michael Schutz and Guillaume Clément during signing of the transaction

About Blanchon (www.blanchongroup.com):

Founded in 1832, Blanchon is a specialist in protective and decorative coatings for wood and vinyl substrates for indoor and outdoor applications. The group services more than 8000 customers globally with its brand 'Syntilor' - dedicated to DIY, its brands 'Blanchon' and 'Ciranova', 'Rigo', 'Carver' and 'Bigler'- for professionals, and 'Blanchon Tech' and 'Ciranova Tech' - for flooring manufacturers. The group is recognized for its high quality and sustainable product offerings, and its local technical expertise to support customers. In 2020, Blanchon Group was the first to launch a completely bio-based wood care product offering for professional and end-consumers. It operates through 9 subsidiaries located in France, Belgium, the Netherlands, Italy, Poland, Switzerland, UK, USA and China and employs ~450 people.

About Dr Schutz (www.dr-schutz.com):

The Dr Schutz company specializes in the flooring care and renovation segment. It provides specialty polyurethane products and services to deeply renovate floors, as well as a full care and maintenance product range for all type of floors under Dr Schutz brand. It has developed a comprehensive wood product range under the brand Eukula for professionals. Created in 1955, the company operates in more than 30 countries through very strong partnerships and 4 main platforms located in Germany, Switzerland, the UK, Poland and the USA. Dr Schutz employs approximately 90 people and its values and culture are driven by product quality, innovation and customer service.

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Relevant websites: blanchongroup.com; dr-schutz.com; bigler-lacke.swiss; rigoverffabriek.nl; ciranova.eu; syntilor.com; ikpartners.com; and abenex.com