



WELLDANA BECOMES PART OF POLLET POOL GROUP

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WAREGEM (BE) - ESBJERG (DK)

The international Pollet Pool Group is taking over Welldana, the Danish Pool Specialist. Welldana is one of Scandinavia's largest wholesalers in pool, spa and sauna. Pollet Pool Group comprises 8 distribution companies & 2 manufacturers. With the takeover of Welldana, Pollet Pool Group gains a foothold in Scandinavia and reinforces its pan-European distribution platform.

Welldana, based in Esbjerg, Denmark, was founded in 1987. From a traditional wholesaler, the company has evolved into a well known specialist partner for pool builders in Scandinavia, offering multi-level business support. Bo Pedersen, Managing Director: "The wellness and swimming pool industry has developed very strongly in recent years. Welldana strengthened its services considerably over the last decade with more than just products. Today, we are a partner for our customers, solving their logistical tasks, helping them with online sales, offering marketing support, putting a lot of effort into training, etc. The PPG slogan 'Supporting Pool Builders' fits us like a glove. We strongly believe in customer support. This has also resulted in a strong growth of our activities in recent years. By being part of a strong international group, we can develop further and continue the growth of our company. Pollet Pool Group was the perfect match for us. Not only does the philosophy match ours, but we also feel strongly connected to the family character of the group. The PPG companies offer us a lot of additional experience. The integration widens our product range and reinforces our joint position."

Pollet Pool Group is part of Pollet Group. The group, headed by Jacques Pollet and led by Sofie Pollet, has offices in 17 countries and is active in 3 markets: the water treatment sector, the swimming pool world and the medical industry. Pollet Water Group brings together 28 companies active in water treatment. Pollet Medical Group consists of 6 specialised medically-oriented companies. Pollet Pool Group supports the swimming pool construction market with 8 distribution companies and 2 manufacturers. The Dutch company Aquadeck makes custom-made swimming pool covers. The Czech swimming pool manufacturer Niveko also plays the made-to-measure card with 'custom-made monopools'. With branches in Belgium, the Netherlands, Spain, Portugal, the UK, Angola and now Denmark, Pollet Pool Group has a strong distribution network.



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Jeroen Van Wauwe, CEO Pollet Pool Group: "Pollet Pool Group wants to excel in providing services to the swimming pool builder on a European scale. To achieve this, we built a strong network of companies that are close to the customer in their respective countries. Denmark, where Welldana is located, is ideal to serve the entire Scandinavian market. PPG is always looking for solid companies with strong local management. We have known Welldana as our supplier, as our partner in the Dryden family, as our Aquadeck customer. There has always been a good personal connection between the people of Welldana and Pollet Pool Group. That makes this integration even more special. In all those contacts you clearly notice the mutual ground to reach the same goal of being a pool expert. There is a great cultural fit, which is the best basis for a bright future together. The team of Welldana will continue to be led by Bo Pedersen as managing director. We can only continue to grow by keeping winning teams on board and adding our international experience, buying power and investment potential. Pollet Pool Group is constantly looking for synergies to make a strong company even stronger. Welldana is a new strong addition to the group and anchors us firmly in the Scandinavian market."

More info? Take a look on www.welldana.dk or polletpoolgroup.com