

# CASE STUDY

We get the deal done.

Velux acquired Vitral A/S

INDUSTRIALS



## TRANSACTION ANNOUNCEMENT

Translink advised the owner of Vitral A/S on the sale to VELUX

Vitral is a manufacturer of high-quality, prefabricated roof lights for flat and pitched roofs with a high degree of flexibility in size and project adaptation, making the solutions particularly relevant for the renovation market

VELUX is a Danish manufacturing company that specialises in roof windows, skylights, sun tunnels and related accessories



## TRANSACTION HIGHLIGHTS

Translink acted as advisor to the owner of Vitral A/S (Vitral) in the sale to the fast-growing VELUX Commercial business unit. Established in 1956, Vitral offer flexible roof glazing systems for the commercial market. The company was sold in 2005 to private investors. In combination with the recent acquisition of the JET-Group, the VELUX Group obtains an even stronger position in the commercial roof light market, totalling 1,100 employees across 13 markets. Vitral strongholds were Denmark and the UK, while entry into other markets had proven slower with the level of resources available.

## KEY TAKEAWAYS

- With the teaser and an information memorandum prepared, Translink offices in the 14 countries identified and contacted potential buyers to establish the level of interest.
- Interest was strong and several potential buyers met with the company's management team.
- Through a structured process across numerous countries, Translink was able to generate solid interest. The roof light market had already seen signs of consolidation in the preceding 2-3 years with several major transactions. The timing was therefore good. The "show-me-the-money" question was on everyone's mind and once again Translink was there to get the deal done.

**"I am pleased that VELUX is the future owner of Vitral. Since 2005 we have basically completely renewed our product portfolio and in my opinion Vitral's current products are a good match for the VELUX VMS business, both for pitched and flat roofs. With VELUX, Vitral will have a much stronger platform for growth ahead."**

- Jens Borelli-Kjær, managing director and owner of Vitral

## DEALMAKERS

Jens Borelli-Kjær