



Cosmetics International

ADA Cosmetics International Acquires Pacific Direct

ADA Cosmetics International has just completed its acquisition of Britain's leading supplier of hotel cosmetics, Pacific Direct. With this step, the established German based hotel cosmetics manufacturer advances its efforts to strengthen its international presence. For ADA it is the largest acquisition in the company's history.

Kehl, September 3, 2015 – ADA Cosmetics International (ADA) signed a contract with Primary Capital Partners LLP on September 3, 2015 for the acquisition of the British company Pacific Direct. There is an agreement of non-disclosure regarding the acquisition price and other details of the transaction. The acquisition takes retroactive effect on March 31, 2015.

Pacific Direct, founded in 1991 in Bedford, England, produces premium cosmetics products and accessories for luxury hotels, cruise liners and airlines. Currently, the company generates approximately a third of its revenue in Asia and the Near East as well as another third in Great Britain and approx. 20 per cent in the USA.

"Pacific Direct and ADA are a perfect match," states ADA CEO, Wilhelm Könning. He expects that the acquisition of the successful manufacturer promises good growth opportunities – especially in the markets mentioned above. The combination of the two companies will increase the value ADA delivers to customers. "Pacific Direct's luxury brands will be a perfect enhancement to ADA's established product portfolio. At the same time, we will provide access to new customers and contacts. International hotel chains, in particular, will benefit from the pooling of our market know-how as well as from optimizations in service and sales," Könning adds. The annual revenue of ADA's global business is expected to increase to approximately € 100 million as a result of the acquisition.

George Allan, CEO of Pacific Direct, added: "Pacific Direct has built a strong position in the premium hotel cosmetic products market. We are delighted to have found an established partner in ADA Cosmetics that will help further the development of Pacific Direct with its industry expertise and innovation capability."

The acquisition of Pacific Direct is already the second company purchase by ADA this year. As recently as April the established German company acquired the Scandinavian market leader Scanamenities, located in Denmark. The German manufacturer from the state of Baden is well on its way from being Europe's leading hotel cosmetics provider to now becoming one of the world's leading providers.

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About ADA Cosmetics International

ADA Cosmetics International manufactures hotel cosmetics tailored to the requirements of the hotel industry. The product range comprises a multi-faceted portfolio of private labels, ecological and eco-certified products, international designer brands as well as innovative dispenser systems and accessories. The company, founded in 1979 in Kehl, Germany, operates a state-of-the-art production facility and covers all aspects of the value chain. Eco- or environmentally friendly R&D and manufacturing protect the planet from exploitation and conserves natural resources. Since 2013 the company has been certified by Green Globe for its sustainable (plant) management. A global distribution network in over 50 countries ensures proximity to the current approximately 15,000 customers. Among these are the Brenner's Park Hotel & Spa in Baden-Baden, the Hotel Etihad Towers in Abu Dhabi and the Badrutt's Palace in St. Moritz, as well as such premium chains as Relais & Chateaux, Steigenberger and Mövenpick. www.ada-cosmetics.com

About Pacific Direct

Pacific Direct, founded in 1991, is today one of the leading manufacturers and suppliers of cosmetic labels for luxury hotels, cruise liners and airlines. The breakthrough for the company was its "boutique"-concept which comprises more than 15 luxury retail brands packaged in hotel-appropriate portions; it includes brands such as Asprey, Floris, The White Company, Amouage, Neal's Yard Remedies and Penhaligon's. In 2008 it was acquired by British growth investor Primary Capital. Pacific Direct has other sales offices in the Czech Republic, Germany, China, Singapore, the USA and UAE. The manufacturer's 230 employees today serve customers in about 120 countries. Successful hotel chains like The Ritz Carlton, Crowne Plaza and Jumeirah Hotels and four-star and five-star establishments make up the client list. www.pacificdirect.co.uk

Photo



Wilhelm B. Könnig, CEO of ADA Group, has set his sights on growth

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