

Blue Import BIM Oy acquires Retki Finland

Blue Import BIM Oy, an import company majority owned by Folmer Equity Fund I Ky, has acquired Retki Finland Oy in an asset acquisition transaction. Retki Finland Oy, based in Kangasala, is specialized in designing, importing and marketing of high-quality outdoor and camping products. The mainline products of Retki Finland include backpacks, seatbacks, sleeping bags and thermos bottles.

The operations and the new brand of Retki Finland expand the existing outdoor, camping and trekking product portfolio of Blue Import BIM Oy. Jari Haulo, the Managing Director and Partner of Blue Import BIM Oy and Arttu Koivula, the Commercial Director and Partner of BIM, continue the work of Jarmo Lajunen, Retki Finland's entrepreneur since 2005, with Retki Finland's operations dating back to early 1990's. Retki Finland designs, imports and distributes its products to retailers around Finland. The key customers of Retki Finland are Finnish retailer chains, hypermarkets and specialty stores.

"The acquisition of Retki Finland supports the growth strategy of BIM. Retki Finland's business expands the existing outdoor and camping product portfolio of BIM. Now we are able to provide our customers with even wider selection of brands", says Jari Haulo, the Managing Director of BIM.

"The Primary goal of Folmer is to grow the business of Retki Finland with BIM's capabilities. With its strong brand, we see a lot of potential in Retki Finland", says Sami Tuominen, the Managing Director and Partner of Folmer.

More information:

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Blue Import BIM Oy is a customized importing service company, which imports and sell brand name products and customers own private label products. BIM's products are divided into four groups; hardware, car accessories, leisure goods and small electric appliances. BIM's revenue exceeded 16 MEUR during the last fiscal year.

www.blueimport.fi

Folmer Management Oy is a private equity fund management company investing in the Finnish SMEs.

The strategy based on collaboration with the management creates possibilities for long-term development and an increase in the enterprise value of target companies. The major investors of Folmer Equity Fund I Ky are FoF Growth (a fund established by the Finnish Industry Investment Ltd together with pension funds Ilmarinen, Keva and Elo), VR Pension Fund, Suomi Mutual, Sitra, OP-Life, Labor Union Pro, OAJ and Bankpension. **www.folmer.fi**