

Nilfisk-Advance agrees to acquire Brazilian Manufacturing Company

To secure the leadership position in emerging markets, Nilfisk-Advance has agreed to acquire the Brazilian floor cleaning equipment manufacturing company Plataforma.

Plataforma is located in Sao Paulo and produces, sells and services a range of high-quality floor machines, wet/dry vacuum cleaners and scrubbers. With this acquisition, Nilfisk-Advance Brazil operations will now include customer service, sales, distribution, manufacturing and product development.

“We are extremely pleased to have this opportunity to expand our service to customers throughout Brazil. Plataforma is well-known within the Brazilian professional floor care market for its high-quality products and excellent aftermarket service. With our own production facility in Brazil, Nilfisk-Advance will have the ability to deliver excellent customer service as well as gain access to local sourcing, markets and financing,” said Jørgen Jensen, President and CEO of Nilfisk-Advance.

Increasing demand for professional cleaning equipment

“We see Brazil as one of the key emerging economies within the coming years. Brazil has a growing demand for professional cleaning equipment, and this is an important opportunity for Nilfisk-Advance to establish strong presence”, said Jørgen Jensen, President and CEO of Nilfisk-Advance and continued, “We have invested over US\$5 million in Brazil since 2009, and we will invest further to expand our presence in this significant market.”

Official opening to be attended by Royalty

Following the acquisition, Plataforma will be brought into the Nilfisk-Advance family of companies and operate as Nilfisk-Advance Brazil under the leadership of current owner Eduardo Pereira de Mattos. Nilfisk-Advance will launch its Brazil operations with the official opening of Nilfisk-Advance Brazil in Sao Paulo on September 13, 2010. The Official Opening event will be attended by his Royal Highness Prince Joachim of Denmark, as well as Brazilian dignitaries and business leaders.

Focusing on emerging markets

It is a part of Nilfisk-Advance’s growth strategy to position itself early in emerging markets. As economies grow, likewise does the market for professional cleaning equipment for use in both indoor and outdoor environments. Within the last four years Nilfisk-Advance has thus established sales companies in Brazil, India, United Arab Emirates, Argentina, Chile, South Africa and Macao and has expanded further into China and Mexico.

If you have any questions, please feel free to contact the undersigned on +45 4323 8100.

Yours faithfully

Jørgen Jensen
President and CEO, Nilfisk-Advance A/S

About Nilfisk-Advance

The Nilfisk-Advance Group is one of the world’s leading suppliers of professional floor cleaning equipment. Nilfisk-Advance has production, sales and service subsidiaries in all major geographic regions including, EMEA (Europe, Middle-East and Africa), Americas (U.S., Canada and Latin America), and Asia Pacific, including China.