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Takeover of Technautic and Technik Fürs Boot by Mercator Marine Group

With the takeover of Technautic and Technik Fürs Boot (TFB) the Mercator Marine Group takes a big step toward becoming the largest (B2B) supplier in the field of water sports in Europe. Along with the acquisition, the new name and identity of the group of technical-nautical companies is also being introduced. The Mercator Marine Group now consists of five companies from the Netherlands and Germany.

In 2021, Allpa Marine Equipment from Nijmegen and Allpa Marine Equipment GmbH from Germany were acquired. Combi Noord of Grou followed last year. With the most recent further acquisitions of Technautic from Wormerveer and Technik Fürs Boot (TFB) from Paderborn in Germany, and it is clear that steps are being taken to make Mercator Marine Group the largest European supplier in the technical-nautical field.

Anton van Daalwijk, CEO of the group, is delighted that Technautic and TFB are joining the team. "Technautic and TFB already have a good reputation in the market because of their wide range of A-list brand water sports products that are often 'just that little bit smarter' and we are delighted that they are now part of this expanding group." Mercator Marine Group Commissioner Mark Rutgers added: "The acquisition of Technautic and TFB fit perfectly with our ambition to grow in the European market and we are confident that Technautic and TFB will make an important contribution to our ongoing success."

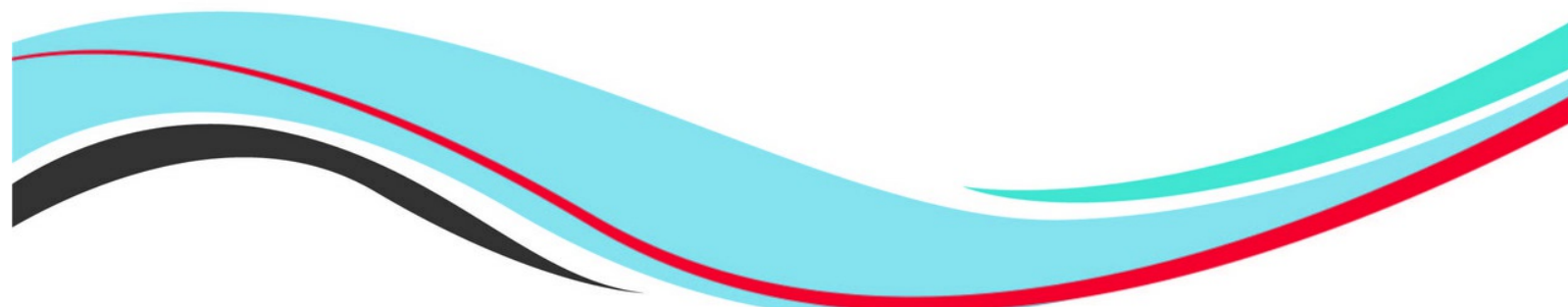
Central website

All companies within the new Mercator Marine Group offer their products online and for this purpose, a central website will be set up where, after logging in, approved customers will have access to the full assortment products offered by the companies within the group.

Cees Kopper, director Technautic: "I am very excited about the acquisition of Technautic and Technik Fürs Boot by the Mercator Marine Group. This acquisition offers us opportunities for further growth in the water sports and angling market, both in the Benelux and in Germany. I therefore look to the future with confidence and am convinced that this is the next step in the development of these fine companies."

Future acquisitions not ruled out

With the acquisition of these five companies within the water sports industry, the Mercator Marine Group shows great ambition and indeed, expects to make future acquisitions in the future.



About the Mercator Marine Group:

In 2023, the name "Mercator Marine Group" was officially launched. In 2021, Allpa Marine Equipment from the Netherlands and Germany was acquired, which was followed by the acquisition in 2022 of Combi Noord and in 2023 of Technautic and Technik Fürs Boot. The five wholesalers provide water sports companies with technical-nautical products through an online catalog/webshop.

About Allpa:

Allpa Marine Equipment, founded in 1972, is an independent Dutch and German wholesaler of technical marine products, located in the east of the Netherlands close to the German border and enjoys a long-standing good reputation for high quality service and technical support of brands such as Seastar, Johnson Pump, Twin Disc, Radice, Tessilmare, Lofrans, Selva, Solé and Springfield among many others including their own house brands.

About Combi Noord:

Combi Noord is a technical wholesaler with a rapidly growing customer base throughout the Netherlands known for providing an efficient delivery program, sound technical advice and up-to-date product knowledge. Over the past seventeen years, Combi Noord Industrial & Recreational Equipment has grown to become an important partner for the yacht building, automotive, body building and solar industries, supplying several leading brands including Victron, Quick, Xylem, Fischer Panda, Nanni and Michigan.

About Technautic:

Technautic has a good reputation throughout the Netherlands and specializes in technical-nautical products that are just a little smarter and better thought out than competing products. With expertise, innovative techniques and a tireless pursuit of operational excellence, Technautic offers all its customers a sophisticated range of customized products with brands such as Humminbird, Minn Kota, Cannon, Navionics, Rebelcell, Fusion Audio Entertainment, Halyard, Xylem, Tecma and Cobb.

About Technik Fürs Boot (TFB):

TFB is a distributor for the brands Humminbird, Minn Kota, Cannon, Navionics, Rebelcell, Flambeau Outdoors and Airmar in Germany. Fast delivery and expert advice make TFB a competent and long-term partner in the water sports and angling market. Training, installation and fitting offer dealers and thus their customers a clear advantage.

Links Social Media

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Openingstijden

Maandag t/m vrijdag van 08.30 uur tot 17.00 uur



Onze WhatsApp service: 06 10 24 57 86

Combi Noord BV De Seize 1 | 9001 XT Grou | +31 (0)566-620909

Deze e-mail is verzonden aan {{email}}.

Als je geen nieuwsbrief meer wilt ontvangen, kun jij je [hier afmelden](#).

Je kunt ook je [gegevens inzien en wijzigen](#).

Voor een goede ontvangst voeg je info@combinoord.nl toe aan jouw adresboek.