

## THE SERAP GROUP CONTINUES ITS INTERNATIONALIZATION WITH THE ACQUISITION OF PLURINOX COMPANY

The SERAP Group is pleased to announce that it has signed, on September 19th, 2016, a definitive agreement for the acquisition of PLURINOX Indústria e Comércio Ltda. («PLURINOX»). Its headquarters is in Batatais, in the State of São Paulo, Brazil.

### **PLURINOX, a pioneer company in the manufacture of milk coolers in Brazil**

In Brazil, PLURINOX is pioneer in the manufacture of stainless steel milk cooling tanks for the farming industries, and is today one of the leading company on this market. PLURINOX also offers a wide range of industrial stainless steel tanks for milk processing equipment, and also for the food-processing, pharmaceutical, chemical and cosmetic industry, adapted to the requirements of the Brazilian market.

### **SERAP becomes the world's second largest manufacturer of milk cooling tanks**

«SERAP and PLURINOX share similar values and have the same vision of future market opportunities,» said Eric Boittin, Chairman of SERAP Group. This acquisition represents an important step in SERAP's long-term growth strategy in Brazil and other markets in Latin America. «PLURINOX, with its product range, its customer database, its excellent network of agents and its geographical coverage, is completely complementary to SERAP's organisation. We hope that the acquisition will benefit the long-term growth of both companies. This will give SERAP immediate access to all of Latin America, with a local and competent industrial platform, significantly strengthening its position in the strategic Mercosul dairy market, Argentina, Uruguay and Paraguay. Now SERAP will also bring to these markets its innovative technologies in the manufacture of large closed milk cooling tanks».

The Brazilian milk market is consolidated with the arrival of new major players in the world milk market. SERAP, now the world's second largest manufacturer of milk cooling tanks, will be present and able to meet the technological demands of this global customers.

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#### **About SERAP Group**

The SERAP Group, headquartered in Gorron, is in the heart of France's largest dairy producing region, employs 500 people and currently manages 4 production sites in France, India, Mexico and now in Brazil. Specialized in stainless steel boiler making and heat exchangers, the SERAP Group is the world's second largest manufacturer of milk chillers on the farm, leading in France and in several foreign countries. The SERAP Group is represented in 80 countries through an extensive network of independent distributors, supported by its production units and commercial subsidiaries.  
[www.groupeserap.com](http://www.groupeserap.com)

#### **About Plurinox Indústria e Comércio LTDA**

PLURINOX Indústria e Comércio Ltda, has its headquarters in Batatais, near the Ribeirão Preto sugar factory and the dairy centers of Minas Gerais and Central West, Brazil. It employs nearly 140 people. PLURINOX, with its 33 years of existence, is the unavoidable leader in the manufacture of milk cooling tanks made of stainless steel, and also in the manufacture of a wide range of industrial tanks for large milk process equipment, as well as for food, pharmaceutical, chemical and cosmetic segments. PLURINOX has a good network of agents throughout the Brazilian territory and has strong references in the agribusiness.  
[www.plurinox.com.br](http://www.plurinox.com.br)

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