

Press Release

Etex acquires Lafarge Gypsum South Africa

Brussels, 30 July 2015 – **Etex announces the acquisition of Lafarge’s South African gypsum business. Lafarge Gypsum South Africa and Etex’s local company Marley Building Systems, two complementary businesses of equal size, will team up to create a unique and competitive offer that capitalises on today’s Southern African building trends.**

Southern Africa, a driver of growth in Africa for Etex

Firmly established in both Europe and Latin America since 1905 and 1937 respectively, Etex aims to strengthen its position in Africa, with the Southern African region and Nigeria as its main drivers of growth. In South Africa, the demand for housing has been on the rise, driven by growing population and an emerging middle class. In addition, the market is becoming increasingly regulated. Consequently, alternative building methods, such as dry construction, are gradually replacing traditional construction.

Combining two complementary product portfolios

This growing demand for alternative construction methods marks a major opportunity for both local Etex company Marley Building Systems and Lafarge Gypsum South Africa. “Combining these two product offerings enables us to provide the full scope of Etex’s portfolio”, explains Paul Van Oyen, CEO of Etex. “That way, we can answer the changing local demand with a global approach for the whole Southern African market — including South Africa, Namibia, Botswana and Mozambique.”

Joined expertise and technology

For factory personnel, everything will remain as is. In addition, the support teams — for marketing and sales, for instance — at Marley will be strengthened by teams from Lafarge Gypsum. “Lafarge Gypsum regains the technical and innovation support an international group can offer,” adds Paul Van Oyen.

A transition team will ensure the smooth merger of both companies, once the deal has been finalised. The acquisition is subject to the customary closing conditions.



About Etex

Etex is a Belgian industrial group that specialises in manufacturing and marketing building materials. Its four core businesses are: cladding and building boards in fibre cement and plaster, roofing materials, passive fire protection and high performance insulation, and ceramic floor and wall tiles. In Belgium, apart from its headquarters, Etex has three production sites and two R&D centres.

With more than 17,000 employees operating on 118 production sites in 42 countries and with annual sales of about 3 billion euro, Etex is an international player in sustainable building materials and solutions. For more information: www.etexgroup.com.

More information

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