

Healthcare industry BW

Hartmann acquires hygiene specialist Bode

Paul Hartmann AG, based in Heidenheim, Germany signed an agreement to acquire Beiersdorf affiliate Bode Chemie GmbH & Co. KG. Ownership is expected to transfer at the end of the year. Information on the purchase price has not been disclosed. The purchase agreement includes a long-term guarantee for the Hamburg location and no compulsory redundancies.

Bode Chemie was established in 1924 and, according to the company's press release, is one of Europe's leading specialists in disinfection, hygiene and skin protection. Sterillium, the first marketable alcohol-based hand disinfectant, has made the company the European market leader in this area. Bode Chemie has around 280 employees and in 2007 the company generated sales of around €70 million.

Expansion of hygiene product range

The integration of Bode Chemie into the Hartmann Group allows the latter to expand its range of hygiene products in the growing market of infection prevention. While Bode Chemie has primarily been active in the hospital sector up to now, Hartmann's strong sales network focused on medical practices and care facilities offers additional growth potential for disinfection products.

"Synergy effects are obvious"

“We see the acquisition of Bode as a strategically important step that excellently complements our focused growth strategy. It offers new opportunities to expand our system solutions in the area of disinfection. Bode has an extremely good reputation on the market. The synergy effects are obvious,” said Dr. Rinaldo Riguzzi, Chairman of the Executive Board of Paul Hartmann AG.

The sale of Bode Chemie is also in line with Beiersdorf's strategy: in recent years, the Executive Board has focused company development on the areas of skin and beauty care.

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