



Beeztees acquires Karlie Flamingo



The Dutch holding and mother company of Beeztees, Pet Supplies Beheer, has acquired German based pet company Karlie Flamingo GmbH. Besides 100% shares, also the trade names "Karlie Flamingo" and "Karlie" are acquired.

Karlie Flamingo GmbH. is for 40 years a well known international supplier of pet supplies and manufacturer of collars and leashes. With an assortment of 7000 items for dog, cat, rodent, bird and fish they are the current number two in the German market. Over 100 employees service a broad and diverse customer base, with category management as core competence.

Karlie will remain a stand alone company as it is today, with its own brand, premises, logistics and staff. With a financial injection of the new mother company, Karlie will be able to further raise its service levels. Furthermore, Beeztees will support Karlie with new product development.

Quote Job and Guusje van Riel (owners of Beeztees)

"By acquiring the Karlie company we saw an unique opportunity to reinforce our European market position. As a strategic investor we have strong belief in the Karlie brand and its current organisation. We are anxious to work with the team to bring the 'old' Karlie back which was known for its reliability, innovative nature and top service level."

Quote Dominic Müser (managing director of Karlie Flamingo GmbH.)

"Beeztees is a great new owner for Karlie Flamingo GmbH. After the failed buy and build strategy and the difficult situation created by the insolvency of our Belgian subsidiary we are happy to have a new and strategic owner of our company. With the help of the great management team of Beeztees we will benefit from the innovation power of our new owner. This will bring Karlie back to the former success of being a reliable supplier of our customers with good service level and clear strength of bringing innovation to the market."

Press release
Waalwijk, 22 May 2017

About Beeztees

Started in 1969 as a traditional wholesale company in pet supplies Beeztees has grown into a leading B2B partner with customers in over 45 countries. The Netherlands, Belgium and Germany are considered as home markets. The shift from wholesaler to value adding supplier started with the entering of the second generation in 2006. Starting by creating a strong fundament for its organisation and designing its own products in-house. On top of that retail services and fulfillment services were added to unburden retail partners.

Nowadays Beeztees is growing successfully in a consumer brand. Its organisation is marketing driven whereby conceptual thinking, category management, consumer insights, trend adoption and branding are important competences. Its retail partners recognize Beeztees as the number 1 brand in the Netherlands.

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