



## Press release

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### **Rougier strengthens its import activities in France: Creation of Rougier Sylvaco Panneaux**

*Paris, 15<sup>th</sup> of April 2014 (5:45 pm) – Rougier announced the merger of its two subsidiaries Rougier Sylvaco and Rougier Panneaux, specialists in the procurement and distribution in France of timber products and plywood from all over the world. The purpose of this operation is to strengthen the group's position and to improve customer service.*

The two companies join forces in order to answer new challenges in a French distribution sector marked by considerable market concentration and rapid progress of demands for new services and products. This strategic operation aims to improve the competitiveness of the product offerings by creating substantial logistical and commercial synergies.

On certain customer segments, Rougier Sylvaco and Rougier Panneaux are very close. It therefore makes perfect sense to join their complementary skills. The new company, named Rougier Sylvaco Panneaux, may count on a solid sales force and highly skilled teams. With highly performing global sourcing in products choice, Rougier Sylvaco Panneaux may guarantee full chain of custody, substantial availability (more than 40 000 m<sup>3</sup> of products imported from Europe, Africa, America and Asia) and excellent service.

In addition, Rougier Sylvaco Panneaux will be boosted by the substantial expansion of its storage areas. Thanks to the relocating of the warehouse from La Pallice to Caen, this company will get closer to the maritime freight flows towards Le Havre. The three storage facilities in Caen, Sète and Gennevilliers will contribute to further proximity with end customers by offering a full range of products throughout the French territory.

The merger of Rougier Sylvaco and Rougier Panneaux has been approved by the Rougier Board of Directors. The operation is subject to the approval of the general meeting of the 17<sup>th</sup> of June 2014. Within that framework, the operational merger is scheduled for the second half of 2014.



[www.rougier.fr](http://www.rougier.fr)

*Created in 1923, the Rougier group is a leading producer of certified African tropical timber. The group has three core activities: Rougier Afrique Internationale (harvesting of natural forests, industrial processing and international trade), Lignafrika (study, management and investment in industrial forest plantations in Africa), Rougier Sylvaco and Rougier Panneaux (import to France and distribution of various timber products of any origin).*



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