

Intera acquires the majority of shares in Orthex

Intera, a Finnish private equity fund, acquires the majority of shares in Oy Orthex Ab. The current owners of Orthex, Tiina and Kari Kallonen, will remain significant minority owners after the transaction. The common goal of Intera and Tiina and Kari Kallonen is to grow and internationalize Orthex and thus create a leading North European supplier of affordable household products.

Orthex's CEO Kari Kallonen warmly welcomes Intera's ownership. "Intera is a dynamic and growth-oriented partner who will help us develop and strengthen our position as a leading supplier of household products. Our intention is to broaden the current product portfolio through organic product launches and acquisitions. Expansion into other materials than plastics is also a part of our vision. We strongly believe that both our customers and the consumers will benefit from Orthex's future development", says Kallonen.

"Orthex is a well-managed company with a broad and well-known product portfolio. Orthex's excellent customer relations are based on an efficient operational model and skillful employees. All in all, Orthex is in a great position to accelerate its growth", says Martin Grotenfelt, Partner at Intera. "The investment in Orthex is well aligned with Intera's strategy. Our objective is to invest in small and medium-sized Finnish companies where we can create sustainable value by increasing the growth momentum and improving operational efficiency", Grotenfelt adds.

Oy Orthex Ab is a Finnish producer and marketer of household plastic products. Orthex's products are versatile and affordable every-day household items.

The family-owned company was established in 1956 in its current premises in Lohja, Finland. During the years, Orthex has grown from a small workshop to the largest producer of household plastic products in Finland. Orthex's revenues in 2008 amounted to app. €12 million and it employed 90 persons.

Intera is a Finnish private equity firm that principally focuses on Finnish small and medium-sized companies that have not yet reached their full capacity and have excellent growth potential. Typical investment situations for Intera include management buy-outs, ownership restructurings in family-owned companies and privatizations.

Investors in Intera's first fund, Intera Fund I Ky, include leading Nordic institutional investors such as The Local Government Pensions Institution in Finland, Ilmarinen, The State Pension Fund in Finland and The Sixth Swedish National Pension Fund. In addition to Orthex, Intera Fund I has invested in three companies: Normek, Mikeva and Consti.

For additional information

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