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Soudal supports its affiliate in Morocco

From 24 February 2016 onwards, Soudal has taken over all customers of its former exclusive distributor in Morocco. Soudal recently announced the opening of its own, state-of-the-art affiliate in Casablanca. This affiliate can now enjoy a head start thanks to the take-over of this great amount of customers, who are both active on local markets as on the Northern African continent. The aim of the take-over is to further expand the Soudal brand in North Africa.

Dirk Coorevits, Managing Director of Soudal: “The take-over of these customers gives the affiliate in Morocco a head-start. Until now, Soudal could only supply its customers directly through its affiliate in South Africa, but this changes from now on. Soudal strongly believes in the opportunities that Africa has to offer. Therefore it is best for us to build good and qualitative customer relationships to further expand our brand.”

About Soudal

Soudal is Europe's leading independent manufacturer of sealants, adhesives and construction foams both for professional and for retail customers. With almost 2.400 employees at 15 production sites in 4 continents this 100% privately owned Belgian family enterprise, whose founder Vic Swerts is still at its head, has grown to become a major international player and expert in building chemistry. Extensive investment in R&D, a long term vision on innovation and adaption to the needs of local markets are at the base of the outstanding performance of the company. In 2016 Soudal will celebrate its 50th jubilee.

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