



Kungsbacka, March 2009

Press Release

Noxudol and Mercasol now under one roof:

AUSON ACQUIRES GEVEKO CORROSION PROTECTION

Geveko Industri AB in Göteborg has sold its Corrosion Protection business to Auson AB in Kungsbacka. The acquisition of the Göteborg company, which manufactures Mercasol corrosion protection products, will give complete market coverage to family-run Auson, which manufactures eco-friendly rust protection and sound damping products under the brand name Noxudol. This union also provides the market with a major, comprehensive player in the field of rust protection.

“We see the acquisition in a very positive light, and we are convinced that it will benefit both businesses, as we complement one another in almost all areas. Both brands are extremely strong and will continue to exist side by side. All manufacture will take place at our facility in Kungsbacka, and 12 Geveko employees have been offered continued employment.”

That’s the opinion of Auson’s Erik Udesen, who owns the well-established 80-year old family firm together with his brother Per and father Leif.

Turnover doubles in three years

Over the past three years, Auson has more than doubled its turnover to approximately MSEK 70, making it a major supplier to the car industry and a very strong player within OEM and outsourcing. The company has, among other things, been a leading supplier of eco-friendly and solvent-free rust protection products to Sweden’s successful automotive industry for 45 years. Auson began canvassing the aftermarket segment just over 10 years ago, and the Noxudol chain currently includes around 25 centres.

The corrosion protection activities that Auson will take over from Geveko Industri AB have a turnover of about MSEK 30, and are wholly focused on the aftermarket segment under the registered trade name Mercasol. The majority of distribution is via co-owned Svensk Bilvård with about 40 centres from Sundsvall in the north of Sweden to Malmö in the south.

“With a total of 65 rust protection centres, we are guaranteed excellent market coverage. On the whole, it is an incredibly positive development that two such established and popular brands as Noxudol and Mercasol can now exist side by side under one roof,” says a pleased Erik Udesen.

Geveko AB dates back to 1925 and is a listed company. The company chose to sell the corrosion protection business after deciding to focus its resources on its core activity of road-marking materials.

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