

German Distributor Waterloft GmbH & Co. KG acquires Nauticpool GbR

These news are shaking up the marine industry. Waterloft GmbH & Co. KG acquires Nauticpool GbR with immediate effect. This strategic acquisition marks a significant milestone for both companies and promises to strengthen the positioning on the German and Austrian markets and expand the range of services for all customers.

Waterloft GmbH & Co. KG is the leading marine electronics distributor from Schleswig in the north of Germany and well-known for its innovative products in the area of navigation electronics, marine sound, lighting and power supply on board as well as its first-class customer service. The acquisition of Nauticpool Christian Keller & Susanne Gerdau GbR from Wörthsee near Munich, an established provider of navigation solutions, represents a significant expansion of the portfolio and sales partner network. By integrating Nauticpool GbR into the corporate structure, Waterloft GmbH & Co. KG not only gains access to a broader customer base in southern Germany and Austria, but also further expertise in specialist advice and service with Christian Keller.

"The merger of the two companies creates excellent synergy effects by combining and complementing our respective strengths and resources," says Nils Thoss, Managing Director and sole shareholder of Waterloft.

"We contribute our expertise in the product areas of high-quality sound on board, underwater lighting and power supply as well as OEM support for the leading German shipyards. Nauticpool GbR brings maximum expertise to the table thanks to over 15 years of experience with sophisticated navigation equipment. Especially around brands like Lowrance, Simrad and B&G, high-quality equipment is planned and implemented. Providing high-quality support for our business partners has been and will continue to be of particular importance in the future."

The new cooperation will increase efficiency and productivity and improve the quality of service for customers of both companies.

The takeover also offers a variety of other benefits.

"By merging the two partner networks into a central logistics system, we will be able to supply our sales partners even faster going further," says Christian Keller, who will also play a key role at Waterlooft in the area of specialist advice for yacht equipment.

"Our joint customers will benefit from an expanded product portfolio, improved services and customized solutions. The increased market penetration and presence across the entire DACH region will open up opportunities for future growth and development. We guarantee our sales and service partners even greater availability of all products."

The merger of Nauticpool GbR with Waterlooft GmbH & Co. KG marks a significant step for both companies and underlines the commitment to innovation, growth and customer satisfaction in the maritime industry. With a strong partnership and an

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expanded range of services, Waterloft is ideally positioned to take on the increased challenges of the future and set new standards in the industry.

More Informationen:

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