

MARTELA CORPORATION

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MARTELA CORPORATION TO ACQUIRE PA-RI MATERIA OY'S USED FURNITURE BUSINESS

Martela Corporation, Finland's leading supplier of work environment and public space solutions, is reinforcing its position in the used furniture market by acquiring Pa-Ri Materia Oy's used furniture business, which has been operating under the name Martela Poistomyynti. The deal will provide Martela with the opportunity to reinforce its position as a comprehensive service partner for its customers. Martela's comprehensive service covers the entire chain of business premises from beginning to end.

Under a deal concluded on 23 June, Martela Corporation will acquire Pa-Ri Materia Oy's used furniture business, which has been operating under the name Martela Poistomyynti.

Founded in 1997, Pa-Ri Materia Oy is a nationwide office furniture recycling and sales company. It is the largest operator in its field and recycles tens of thousands of pieces of furniture for new users every year. The revenue of the Pa-Ri Materia Oy business acquired by Martela was EUR 3.1 million in 2009. With the deal, Martela Poistomyynti personnel (25) will transfer to Martela under their present contract terms. Pa-Ri Materia Oy will continue to process furniture not suitable for reuse into usable waste, secondary raw materials for industry and for generating energy.

Since the founding of Martela Poistomyynti, Martela has worked closely with Pa-Ri Materia to improve the recycling of used furniture. In the beginning of 2010, Martela opened a used furniture outlet in Turku. With the deal, the Martela Poistomyynti outlets in the Helsinki area and Tampere will be transferred to Martela. Martela is planning to expand its recycled furniture business elsewhere in Finland, too.

"This will provide Martela with the opportunity to reinforce its position as a comprehensive service partner for its customers. Martela's comprehensive service covers the entire chain of business premises from beginning to end, and the recycling of used furniture is a key part of our environmentally responsible approach," says Heikki Martela, Martela Corporation Managing Director.

"The deal is an opportunity for the recycled furniture business to grow and assume a more central role in the life-cycle management of furniture," says Juha-Matti Ojala, founding partner and Managing Director of Pa-Ri Materia Oy.

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