

Sawiday/Sanitairwinkel Expands Further with Acquisition of Badkamerwinkel.nl

ROSMALEN – Today, it was announced that Sawiday has signed the acquisition agreement for Badkamerwinkel, part of IGM. With this acquisition, Sawiday will expand its presence with three new locations in the Netherlands under the name Sanitairwinkel as of June 3rd. This brings the total number of Sawiday showrooms to seventeen in the Netherlands and Belgium.

The acquisition includes the three Badkamerwinkel showrooms in Nieuwegein, Wateringen, and Amsterdam, which will henceforth operate as Sanitairwinkel. Additionally, from July 1st, the webshops badkamerwinkel.nl, badkamerwinkel.be, and installatievakwinkel.nl will be redirected to sanitairwinkel.nl and Sawiday.be.

In recent years, Sawiday, through Sanitairwinkel in the Netherlands and Sawiday in Belgium and France, has experienced impressive growth. Despite the current challenging market conditions in the industry, Sanitairwinkel continues to show growth against the market trend. Sawiday distinguishes itself through a strong omnichannel approach, where the combination of an extensive webshop and inspiring showrooms is central. Customers can benefit online from a wide range of A-brands and competitive prices, as well as receive personal advice and inspiration in one of our many showrooms. With the acquisition of Badkamerwinkel, we are further expanding our omnichannel approach, enabling us to better meet the needs of our customers and offer them the best opportunities to realize their ideal bathroom.

"Sawiday is delighted to announce the acquisition of Badkamerwinkel as the next step in our future," said founders Rob and Erik van Laarhoven. "This acquisition allows us to improve our coverage in the Netherlands and strengthen our online position. We are confident that this step perfectly aligns with our growth strategy." With this step, Sawiday's turnover will exceed €100 million, and the team of dedicated professionals will grow to more than 275 employees. This milestone not only underscores our expansion in the market but also our commitment to delivering high-quality products and services to our customers. We are excited about the opportunities ahead and continue to strive for further growth and innovation within the sanitary industry.

About Sawiday

Sawiday was founded in Rosmalen and, with Sanitairwinkel.nl, is the online market leader in the field of sanitary products. In addition to Sanitairwinkel in the Netherlands, Sawiday also operates in Belgium and France under Sawiday.be and Sawiday.fr. With eleven inspiring showrooms in the Netherlands and three in Belgium, the company is ready to serve customers both offline and online with inspiration and advice. Buying a bathroom should be fun! Sawiday aims to offer the most attractive shopping experience possible, both online and in the showroom.

Voor meer informatie kunt u contact opnemen met:

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