

DE BOER NOW UNDER THE SOPREMA UMBRELLA

Soprema, a market leader in insulation and waterproofing systems completed a buyout of the Belgian-based family company De Boer at the end of 2018 and the acquisition has been recently finalised.

The Soprema Group has grown again as a result, bringing their total number of factories to 67 worldwide. Both these family-run businesses have established reputations as manufacturers of top-quality roofing systems. As a result of the takeover, Soprema expands its production capacity in Belgium. It's also eyeing global opportunities for the high quality DuO waterproofing membrane range for which De Boer was well-known.

Existing De Boer customers can continue to rely on expert total solutions for roof coverings, insulation and green roofs.



THE ACQUISITION OPENS UP MANY NEW OPPORTUNITIES IN NZ

Creating networks

Architects, designers, general contractors, facility managers, roofers and distributors are all the primary target groups for Soprema. In practical terms, the De Boer acquisition will expand the Soprema customer base and their international network. It will enable the sharing of waterproofing expertise and knowledge to continue to advocate best practice worldwide.

Retention of waterproofing systems

Since first launch in 1989, the DuO waterproofing membrane, a revolutionary concept created by De Boer combining a TPO upper side with an SBS under side, has grown into a successful range. Released in NZ in 2002, DuO continues to be assessed on its durability by SGS. The service life of the membrane is currently demonstrated to be at least 35 years after exposure to the NZ climate. There will be no alteration to the original De Boer designated systems, products and technical support. However, the name will change from De Boer to Soprema over time.

Knowing the drive of the R&D efforts of Soprema, we are sure to see improvements and innovations together with a solid commitment to sustainable design here in NZ.

Local support

To further the commitment of Soprema to New Zealand and its NZ distributors, a full-time Regional Manager for New Zealand has been appointed.

As of January 2020, the Soprema representative in NZ is Oliver Verdickt. Many of our customers will know Oliver well from his previous role as Regional Manager Asia-Pacific at De Boer. Now permanently resident in Auckland with his family, he will provide waterproofing support full time to the NZ design community representing a global partner of Equus. His appointment underlines how important this is to Soprema. It also wants to stay close to the over 2,000,000 m² of waterproofing membranes already installed and under warranty in NZ.

The DuO two-layer waterproofing system, the DuOtherm warm roof system and the DeboFlex Special tanking membrane system will remain available in New Zealand through Equus Industries Ltd.

