

Altaterra to acquire Dakoplast (Dakvenster.com)

The agreement is subject to approval by German competition authorities.

Altaterra Kft (“Altaterra”) and the family behind Dakoplast (Dakvenster.com) have reached an agreement concerning the sale of Dakoplast (Dakvenster.com) to Altaterra. The decision to acquire Dakoplast (Dakvenster.com) is in line with Altaterra’s growth strategy and the desire to grow its business in the online (retail) sale of roof windows and related products.

“We have a very positive, long-term relationship with Dakoplast (Dakvenster.com), which has been a customer of Altaterra and our sister company VELUX for many years. As the owners of Dakoplast (Dakvenster.com) have reached a point where they would like to retire, they approached us with this opportunity. With the acquisition of Dakoplast (Dakvenster.com), Altaterra will gain deeper insights in the online retail sales of our products and thereby can continue to improve the online experience of our customers.”, says Krzysztof Dudek, CEO of Altaterra.

“We are very pleased to be able to sell our company to Altaterra and believe that by combining the two companies’ operations, which are complementary, this will strengthen Dakoplast to become even better positioned to meet the future needs of our online customers. We are happy that our employees will become part of Altaterra and the VKR Holding Group, which we see as the ideal buyer of our business”, says Kees Koning, CEO of Dakoplast (Dakvenster.com).

Altaterra has two divisions: 1) which sells second brand and private label roof windows and accessories under the Dakea Brand, and other labels and 2) which is an online retail business, managing and selling roof windows and accessories online through its own internet shops as well as various online marketplaces.

Altaterra, a sister company to VELUX A/S, is owned by VKR Holding A/S and offers second brand and private label roof windows. Altaterra runs a number of internet shops selling both its own windows and VELUX roof windows online. Its online sales business will be strengthened with the acquisition of Dakoplast (Dakvenster.com).

“With the acquisition of Dakoplast (Dakvenster.com), we will both protect our existing business while gaining valuable insights and capabilities related to the online sales of roof windows. We will learn from the experiences of Dakoplast (Dakvenster.com) in building up its business and benefit from our complementary market positions with respect to internet sales. We also see opportunities to improve Dakoplast (Dakvenster.com) using the combined strength of our two businesses”, says Krzysztof Dudek, CEO of Altaterra.

The agreement is subject to approval by the competition authorities in Germany. The companies will not disclose further information about the agreement until final approval is granted.

About Altaterra

Altaterra is a European market leader within the private label segment for roof windows and accessories, and the proud owner of Dakea, a brand of roof windows designed for smart professionals. Altaterra was founded in 2001 as a new start-up within the privately-owned Danish VKR Holding Group and is a sister company to VELUX A/S. Altaterra has sales in over 30 countries and employs more than 130 employees from 12 nationalities across Europe.

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About VKR Holding

VKR Holding A/S is a holding and investment company with a non-profit, charitable foundation as its largest shareholder. The VKR Holding Group manufactures and sells its products in over 40 countries through its business areas: roof windows and skylights and vertical windows. In 2019, VKR Holding A/S had a total revenue of EUR 2.5 billion. For more information, visit <https://vkr-holding.com/>

About Dakoplast (Dakvenster.com)

Dakoplast (Dakvenster.com) is a European online retailer of roof windows, skylights and related products founded by Kees and Monique Koning. The company has built up a substantial position in Holland and Germany and also has sales in Belgium, France and Austria.

Dakoplast (Dakvenster.com) has approximately 50 employees. For more, information, visit www.dakvenster.com

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