



BOERO COLORI FRANCE SIGNS A NEW PARTNERSHIP WITH ALLIANCE MARINE TO STRENGTHEN RETAIL DISTRIBUTION IN FRANCE

Boero YachtCoatings, leading brand of paint solutions for yacht and superyacht protection and maintenance, has taken a significant step by signing a partnership with **Alliance Marine Group**, the number one B2B wholesaler in Europe, to reinforce its presence in France. The choice of Alliance Marine as a strategic partner is part of the Boero YachtCoatings international growth plan, focused on development as one of the main players in the nautical sector in Europe and to be the preferred supplier for professionals.

This important association will enable **Boero Colori France** to have a stronger distribution network with retail products, allowing both companies to offer the market a better service and meet the needs of their customers. With a more extensive and efficient distribution network, Boero will be able to offer a more comprehensive and personalized service, through three main companies, part of Alliance Marine Group, based in this country: **VDM-Reya, SOGERIC & HDS**, all of them specialized in the distribution of paint and coating solutions for the yacht market.

"This collaboration enhances our presence in the country and solidifies our position as a preferred supplier in the yachting market, allowing us to support our customers in a better way" – Vincent Gaudin, Sales Manager Boero Colori France.

This collaboration represents a unique opportunity for both companies to combine their strengths and expertise in order to provide high-quality products and services to boating professionals and enthusiasts in France. This reflects the commitment of both companies to excellence and customer satisfaction, laying the groundwork for a promising future together.

"The integration of Boero is fully in line with our strategy of developing and upscaling our customer service: adapting our product offering in line with market needs and reinforcing the advisory expertise of our teams with new references. The quality of our logistics and the local presence of our sales teams will be key to our penetration of the aftermarket." Jean-Nicolas Barral, Managing Director at VDM-Reya, HDS & SOGERIC.

"With this partnership, we are committed to propelling Boero's development in Europe. With its strategic position in the European market, Alliance Marine Group is ready to play a decisive role in supporting manufacturers in their ambitions to conquer new territories. Together, we are opening up new opportunities for growth and success in the European market." Jeremy Tedguy, CEO of Alliance Marine Group.

"By forging this partnership with Alliance Marine Group, Boero YachtCoatings not only strengthens its presence in the yacht coatings market but also reinforces its position and product availability in France. Together with Alliance Marine Group, we confirm our commitment of customer satisfaction, as well as the opportunity of opening the doors of future growth in the European yacht market". Gemma Gonzalez, Gruppo Boero Yachting Business Unit Director.



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Boero Colori France is part of **Gruppo Boero**, founded in 1831, a company that formulates and produces paints and varnishes for the building and yachting sectors. Since February 2021, Gruppo Boero has been part of CIN, a Portuguese company leader in the Iberian paints and varnishes market, thus positioning itself among the main world players and confirming its position as the leading Italian group in the sector. Technological research and the study and development of innovations in the field of colour have always been the winning features of the philosophy of the Group, a company with an integrated management system certified to ISO 9001, ISO 14001 and OHSAS 18001. A focus on the impact on the territory and the community characterizes not only the various phases of the production and distribution cycle, but increasingly also the company's processes and strategies. www.gruppoboero.it

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Alliance Marine Group

- Alliance Marine Group is the leading European B2B distributor of boat parts and equipment for leisure and commercial boats.
- Its various locations in Europe give it considerable know-how in distribution, with the broadest product range in Europe and the biggest brands on the market, complete with its own brands: Plastimo, Ocean Safety, Typhoon and Jobe, experts in safety and water sports respectively.
- Alliance Marine Group's priority is to satisfy its customers' needs using cutting-edge logistics and digital resources.
- Alliance Marine Group comprises 22 subsidiaries and employs over 800 people in 11 countries in Europe and the United States. Its headquarters is in Toulon, France.