

PRIVATE EQUITY AND VENTURE CAPITAL SUCCESS STORY

NORMA Group



NORMA Group is a global market and technology leader in engineered joining technology offering about 35,000 high quality products and solutions to approximately 10,000 customers around the world.

The company manufactures and sells a wide range of innovative engineered joining technology solutions in three product categories (clamp, connect and fluid) to a diverse customer base in more than 90 countries.

Headquartered in Maintal, Germany, NORMA Group operates a global network of 18 manufacturing facilities as well as numerous sales and distribution sites across Europe, the Americas and Asia Pacific.

What did the business need?

- Professionalise the business with a mindset for continuous improvements
- Achieve growth through acquisitions of complementary businesses
- Achieve growth through international expansion

How did private equity backing create lasting value?

- Merger with Swedish ABA Group
- Subsequent acquisitions of Breeze, R.G. Ray and Craig Assembly
- Strengthening of the management team with the appointments of a CEO, CFO and COO

Country	Germany
Region	Nordrhein-Westfalen
Investor	3i

€40m

improvement measures identified

€669m

IPO



3i is very proud to have contributed to the success of NORMA which has grown from a regional player in Germany to an undisputed international leader in its market.

ULF VON HAACKE

Partner and Managing Director
3i Germany

- Expansion of product range (focus on innovation and patented productions)
- Increased product development capabilities
- Strengthening of international presence, e.g. in developing markets with new plants in India, China, Thailand, Mexico, Russia and Serbia

What outcomes did private equity investment achieve?

- During 3i's investment, NORMA grew from a formerly family-owned business into a market leader in engineered joining technology
- Successful IPO on the Frankfurt Stock Exchange in April 2011

More information

[NORMA Group AG](#)

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NORMA Group - sales by geography

