

PRESS RELEASE 07/10/2013

Prime Design Europe BVBA and Tekimex International ApS go into a Strategic alliance

Prime Design Europe (Belgium) is pleased to announce a strategic alliance with Tekimex International ApS (Denmark). Tekimex will become a subsidiary of Prime Design Europe and maintain its presence in Hedehusene, near Roskilde (Denmark). Tekimex's, former owner, Thomas Philipsen will stay in place as Managing Director of the company. Avi Levi and Koen Bessemans, shareholders of Prime Design Europe, will be the other members of the board of Tekimex International ApS. The transaction will allow both companies to continue to provide superior products and service to their customers well into the future.



The alliance will be a next step in Prime Design Europe's long-term strategic initiative of growth through new product introduction, geographic expansion, strategic partnerships, and acquisitions. Koen Bessemans, Managing Director of PDE, expects the partnership to produce immediate tangible benefits for both companies. Mr. Levi also noted that the alliance is an excellent opportunity for both companies to better address customer needs. "The alliance with PDE will allow Tekimex to accelerate the pace of innovation and product improvement" he stated, adding that "with the combination of the know-how of Tekimex in the glass carrier and the added resources that PDE brings to the table, the possibilities for both companies are immense."

With a stated goal of increasing exposure for both companies, Mr. Bessemans and Mr. Philipsen envision no major changes in facility operations, as both companies prepare for continued growth to keep up with demand. PDE currently has 25 employees at its facility in Tienen. Tekimex currently has 5 employees at its location in Denmark. With the increased activity and by adding new products we expect a growth in the total number of employees. In near future further synergies will be looked at.

No financial terms were disclosed as part of the announcement, which was made jointly by Mr. Philipsen, Mr. Levi Mr. Bessemans.

About Prime Design Europe

Prime Design Europe was founded in 2007 and has its headquarters in a 3500 m² facility in Tienen, 50 km N-E of Brussels. The company, with Mathias Brusselle as General Manager, has sales offices in Germany, UK, Poland and Italy. Recently it opened its subsidiary company in Moscow for the Russian market. The Business started with the sales of the Ergorack® ergonomic ladder loading system for light commercial vehicles. After adding the Alurack® aluminum roof rack, it now offers a complete line of roof solutions for vans. See www.primedesigneurope.eu

About Tekimex International ApS

Tekimex, founded in 1980 and based in Hedehusene Denmark, develops, manufactures, and distributes professional glass racks for light commercial vehicles, aiming to provide products of the highest standard. After Thomas Philipsen acquired Tekimex International ApS in 2008, the product range was extended with a glass storage system and a manual glass lift device. The company exists because of satisfied customers and it is our desire to provide a reliable and satisfactory experience every time.

For further information please contact Koen Bessemans (koen@primedesigneurope.eu or +32/475/638750).



Prime Design Europe BVBA

Bietenweg 22
3300 Tienen (Belgium)
T (+ 32) 16 22 60 99
F (+32) 16 22 60 90

info@primedesigneurope.eu
www.primedesigneurope.eu



Tekimex International ApS

Baldersbuen 21
2640 Hedehusene (Denmark)
T (+45) 46 56 03 43
F (+45) 46 56 05 23

info@tekimex.dk
www.tekimex.dk