



MEDIA RELEASE

Décor acquired by Marlin Home as portfolio expands

Australian household brand Décor has been acquired by Marlin Home – a division of the Coast2Coast Capital group – for an undisclosed sum ahead of an ASX listing in the medium-term.

Best known for its kitchen containers, the Décor Corporation will continue its current focus on quality Australian design and manufacturing under the new ownership.

The deal is the second major Australian acquisition for Marlin Home in less than a year after the \$50 million-plus purchase in mid-2016 of major homewares wholesaler Albi.

Décor has won hundreds of design awards for its products. Famously, its iconic two-bottle wine cooler was awarded the Prince Philip Prize for Australian design and is in the permanent collection of the Museum of Modern Art in New York. More recently, its Thermostone Bake&Take baking dish won Ambiente Trade Fairs' [Design Award for 2016](#) judged on design quality, utility value, technical quality, ecological soundness and overall conception.

Marlin Home plans to acquire at least four more quality Australian brands in 2017 ahead of a potential ASX listing in the medium term, with a concentration on strong homeware brands and brands focused outside the home in areas such as garden furniture, camping and travel accessories.

Marlin Home has also hired Medibank's former IPO Director and General Manager – Commercial Finance, Nicholas Stone, as Chief Financial Officer.

Marlin Home's strategy is to invest in profitable, trusted, market-leading brands and leverage the Coast2Coast group's global reach and in-house capabilities to enhance growth. Founded in South Africa, the Coast2Coast group has a track record of over 50 successful acquisitions, and its assets include a 30 per cent stake in Ascendis Health, which is listed on the Johannesburg Stock Exchange and has a market capitalisation of over AUD\$1 billion.

The Managing Director of Marlin Home, Greg Kerr, said they planned to ramp up Décor's innovation pipeline with new products, and to grow sales both in Australia and in export markets.

"Almost every Australian home contains some of Décor's products, whether that's one of our match-up kitchen containers, the new Microsafe bacon cooker and steam egg poacher, hydration bottles, lunch boxes, insulated cooler bags or self-watering plant pot containers," he said.

"Décor is an iconic brand, with a strong history of innovation and is a perfect strategic fit for Marlin Home, which will build a strong portfolio of Australian brands for both inside and outside the home.

The Décor Corporation was established in Melbourne in 1958 and to this day about 80 per cent of the products are designed and manufactured in Australia. Décor's trade partner coverage expands across many retail channels which include grocery, discount department stores, hardware, speciality stores and garden centres.

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Images

Note: A series of images of past Décor advertising is available [here](#)

Media inquiries:

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