



## Additional information

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## LEADING FINNISH WORKWEAR BRAND DIMEX GAINS SENTICA AS A NEW MAJORITY OWNER

Finnish private equity company Sentica will support Dimex in its future growth. Dimex is a family company founded in 1982 in Leppävirta, Northern Savonia region in Finland. The company is known for heavy duty workwear and no bullsh\*t dimexattitude. In the transaction, Sentica will become the majority owner of the company and current owners, the Krogerus family and Petteri Tirkkonen, will remain as significant minority owners. Riitta, Tuire and Pete will continue in the Dimex management. "With Sentica we will get air under our wings. Our values and dreams are in line and that is what makes us such a great combo. We had to consider this decision very carefully, but the dominating feeling at the moment is excitement" comments Riitta Krogerus.

Dimex is a second generation company that designs and sells Dimex branded workwear to logistics and landbuilding for instance. In 2020, Dimex's turnover was 15 million euros. Dimex sells annually over 400 000 garments. Biggest export destinations are Baltic countries, Germany and Russia.

### Muscles to grow

Sentica gives broader shoulders for Dimex to grow and a partner to carry the risks. Owners have pockets full of ideas. Dimex wants to provide new innovative solutions to work safety. Workwear is not anymore tangled safety vests or cardboard feeling overalls. Fit and looks have to match the standards from leisure wear and above. Dimexmen take work seriously but are not serious; They do not throw their weight about, but know they are of great worth. This pride in one's profession, easygoingness and sense of humour are the driving forces of Dimex also in the future.

### Finnish textile industry gaining momentum

"Finnish textile know-how is clearly finding a new path and Dimex, as a successful and growing company, fits perfectly to Sentica's investment strategy. Dimex is a well-managed company with a can-do approach. Their brand stands out and Dimex has a firm position in the industry. We are especially fond of the Dimexattitude, which means a genuine appreciation of the workwear end users. Men and women wearing Dimex can be proud of what they do and show it to the world" comments Virva Vesanen from Sentica.

"We want to be the best workwear brand in the market. Now we will roll up our sleeves of our high visibility jackets and get to work" Tuire Krogerus summed up.

## **Who's buying what**

**Sentica Partners Oy** is an independent private equity company focusing on owning and developing Finnish mid-sized and small companies. Funds under Sentica's management amount to some 500 million euros, with fund investors consisting mainly of Finnish institutional investors and European fund of funds. [www.sentica.fi](http://www.sentica.fi)

**Dimex Oy** is a Finnish, family-owned company that has been designing, manufacturing and selling the best workwear in the world since 1982. Dimex hails from Leppävirta, which is located in the North Savo region of Finland. Our clothes are worn by thousands of Dimex fans across the globe who work in the transport sector, earthworks engineering, industrial property maintenance, logistics, landscape construction, plumbing, electrical, HVAC or building industries. Our product development, including the design process, pattern making and prototype sewing, takes place at Leppävirta, where our headquarters and customer service department are also located. As Finland's leading workwear brand, we are proud to deliver more than 430,000 garments to the different corners of Europe each year. In 2019, Dimex was selected as Company of the Year by Kauppalehti, the leading Finnish business and commerce newspaper. [www.dimex.fi](http://www.dimex.fi)



Petteri Tirkkonen, Riitta Krogerus and Tuire Krogerus