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The DN Chemicals' factory in Pordenone.



HIGHLIGHT OF THE MONTH

The DN Chemicals Group Expands Through the Acquisition of Kemmex

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DN Chemicals acquired Kemmex, a company specialising in the production and distribution of technical chemical formulations for metal pre-treatment and industrial waste water treatment processes, to consolidate its presence on the coating pre-treatment, waste water treatment, and paint stripping market.

In the field of industrial chemistry, firms can compete through their ability to overcome the inherent limits of their structures with the greatest possible flexibility and to establish commercial relationships with other

businesses in the sector with the aim of offering an increasingly complete service. Specialising in the supply of solutions for all surface pre-treatment, nanotechnology, waste water treatment, and paint stripping

needs, DN Chemicals has quickly consolidated its presence on the market by pursuing these two objectives.

Established in 2018 with the merger of Dollmar Spa (Caleppio di Settala, Milan, Italy),

specialising in surface pre-treatment solutions, and NoxorSokem Group Srl (Cusano di Zoppola, Pordenone, Italy), specialising in the development of industrial waste water treatment and paint stripping chemicals, in January 2020 it added an additional element to its corporate structure.

“Starting in January of this year,” states DN Chemicals CEO Gianluca Pinna, “we will increase our offer with the products of Kemmex, a firm that has been manufacturing and marketing technical chemical formulations for industrial metal pre-treatment and industrial water treatment and coating processes for over fifteen years. The decision was made following a commercial collaboration that had lasted for several years, with the aim of giving to DN the opportunity to take advantage of Kemmex’s know-how and, at the same time, offering to Kennex the chance of growth that our structure can guarantee in such a highly specialized market.”

The start of a commercial collaboration

Kemmex originally entered into contact with the NoxorSokem Group, which later merged into DN Chemicals. “Kemmex was established in 2007,” explains president Gianni Zilli, “and it immediately dedicated itself to the development of chemical formulations for the pre-treatment of metal, by providing specific technical support. After a short time, we started a



Gianluca Pinna (right) and Gianni Zilli.



The devises of the DN Chemicals' laboratory in Pordenone.

commercial collaboration with the NoxorSokem Group, which increasingly consolidated up to the incorporation of our company into its organisation in 2015."

"In 2015," adds Pinna, "the NoxorSokem Group decided to acquire Kemmex to consolidate its presence in the pre-treatment sector, in which our company had not established and our products were not known and widespread, yet."

A mutual benefit

The incorporation of Kemmex into the NoxorSokem Group brought a mutual advantage for the two companies. On the one hand, by acquiring Kemmex's know-how, Noxor expanded its product offering with coating pre-treatment solutions. On the other hand, with only a local sales network, Kemmex had the opportunity to grow with the support of a more solid structure.

"Although our two companies are organised in a completely different way," says Zilli, "we have found a

common point in the synergy of our skills and specialisations, which is in fact the main reason for our merger this January."

"With its foundation – notes Pinna – DN Chemicals presented a product range more complete, which included pre-treatment, water treatment, and paint stripping chemicals. With the inclusion of Kemmex products, the offer has increased."

The national and international growth of DN Chemicals

After DN Chemicals' establishment and following a settling period, Kemmex fully entered the company. "With DN Chemicals' acquisition of Kemmex," states Pinna, "our product portfolio is not only complete, but also able to offer even higher performance degrees, which was the ultimate goal of combining the expertise of our three teams. From multi-metal pre-treatment chemicals, including the nanotechnology ones, to waste water treatment, paint

stripping, and degreasing products, we can now present ourselves on the market with an all-round service.

At the same time, our commercial contact persons will remain the same, so that also medium and small companies, which prefer to maintain personal relationships with their suppliers, will not miss the benefits of such service. Our territorial distribution management has also been optimised at the technical and commercial levels by improving the Group's organisation with a network of trained operators in each of our areas of expertise, thus avoiding any overlapping."

The DN Chemicals-branded products are currently manufactured in the two laboratories in Caleppio di Settala and Cusano di Zoppola and they are distributed throughout Italy and Europe. The short-term goal is to confirm the consolidation of the Group's presence on the market with an ever-wider range of solutions and to continuously develop its know-how, precisely thanks to the synergy of these three corporate strong competences. ○