

Profile number

110708

Manufacturer of universal earplugs & custom earplugs with logo or jewelry**Located in**

Netherlands

Personal data**Sector**

Healthcare

Type of company

Other

Legal entity:

Limited Company

Type of transaction

To be determined

Life phase enterprise

Starting

Employees in FTE

< 5

Type of buyer:

- Strategic acquisition
- Investor

Financial information**Turnover last financial year**

€ 0 - € 100.000

Asking price

€ 100.000 - € 250.000

Earnings before taxes

€ 0 - € 100.000

Company history/background

This manufacturer originated from a combination of technical and commercial expertise. Two years ago, the founders—an engineer and a commercial specialist—developed the first earplugs with integrated jewelry, for which a patent was immediately applied. Since then, the portfolio has expanded rapidly. A year ago, festival earplugs with jewelry for consumers followed, as well as festival earplugs with logo printing for companies and business events. Less than a year later, the concept of custom-made earplugs with logo printing or jewelry was also developed, with a patent pending for this unique product. In a short time, the company has proven that there is a strong market demand. This manufacturer develops and produces personal protective equipment with

a unique combination of functionality and aesthetics. The core product consists of festival earplugs (PPE Category 3 certified) that can be fitted with jewelry or a logo print, a world first.

In addition, the company produces custom-made earplugs, also available with logo printing or jewelry. The earplugs feature an innovative mainbody system that allows filters to be easily changed and is compatible with walkie-talkies. The products are supplied to two clearly distinct market segments: consumers (primarily festival-goers) and business clients such as large corporations and organizers of corporate events. The products combine protection, personalization, and style in a way that is not available anywhere else. The market for hearing protection is growing strongly, driven by increasing awareness of hearing damage and stricter regulations regarding PPE. Festival earplugs are a growing segment, among both consumers and organizers who want to protect visitors and surprise them with a brand experience. The business market shows great interest in personalized PPE as corporate gifts, merchandise at events, and in the workplace.

Unique selling points

Earplugs are traditionally a niche market, but the addition of personalization and jewelry is creating an entirely new segment. Market enthusiasm is high: both consumers and businesses are responding extremely positively to the products. The combination of protection, design, and branding makes the products relevant for festivals, corporate events, the music industry, construction and industry, and healthcare.

This manufacturer is the only provider worldwide that can apply a logo to both festival earplugs and custom earplugs. Additionally, the custom earplugs with jewelry are an absolute market first. The festival earplugs with jewelry are patented; a patent pending applies to the custom earplugs with a logo or jewelry. The festival earplugs are PPE Category 3 certified, making the products suitable for professional and business applications. The innovative mainbody system makes filter replacement easy and is compatible with two-way radios.

Other

The combination of protection, certification, branding, and aesthetics in a single product is unique in the market and offers a strong and defensible competitive advantage.

The reported revenue was generated entirely from the sale of festival earplugs. This concept, including the patent, PPE Category 3 certification, and printing technology, is available for full acquisition.

The concept of custom-printed earplugs or jewelry is not available for sale, but can only be acquired under license. This offers an acquiring party an immediate, proven, and unique product as well as access to an additional revenue stream.

Capital for business acquisition

Focus: Accelerating growth through better utilization of market potential by contributing commercial strength and

experience.

Exit: for us, the exit is the sale of the activities. In the future, the acquiring party can – through accelerated market share and growth – strategically position the company for an exit.