

CWS International acquires Irish Service Matters Limited (SML)

- **CWS becomes the largest provider of workwear, cleanroom, washroom and floorcare rental services in Ireland**
- **Course set for further growth in the Irish hygiene and washroom services market**
- **New sites and infrastructure secured in Ireland and Northern Ireland**

Duisburg/Dublin, 1.10.2021 – CWS International GmbH, is pleased to announce the acquisition of Service Matters Limited (SML), an Irish company that specialises in providing products and services to the hygiene, workwear, cleanroom and the facilities management soft services sector. This further expands the international portfolio of CWS in Ireland and contributes to the company's sustainable growth strategy. As part of the transaction CWS will also acquire the Service Matters business in Northern Ireland. The deal closed on 30th. September 2021 for an undisclosed sum.

CWS is growing sustainably in Ireland

Following on from the purchase of Specialised Sterile Services (SSE), a specialist in the cleanroom segment, earlier this month, CWS continues its growth strategy in the Irish market. With the acquisition of SML, the company's market share in the Irish hygiene market has grown significantly: CWS now becomes one of the largest providers of workwear, washroom and floorcare rental services in Ireland. As of today, the customer base will grow by 2,600 customers with the business now employing over 750 people in Ireland.

"We are happy to announce the acquisition of majority stake in Service Matters Limited. SML is a perfect fit to CWS business and contributes to our sustainable growth strategy. By combining our strengths and dedication to customer satisfaction, we offer the best of both companies to become the leading solution and service provider in hygiene services in Ireland", **Clement Higgins, Managing Director at CWS Ireland**, adds. "Additionally, I am pleased to announce that Vincent Collins, the founder of SML, will remain with the business. Together we will accelerate growth in the Irish hygiene market. We warmly welcome our 88 new colleagues throughout Ireland to the CWS Group."

"We are thrilled to become part of the CWS Group. The synergies and ethos of the two businesses in Ireland are a natural fit, and we look

forward to working with our new colleagues in delivering a cleaner, healthier and safer tomorrow for our people and our customers”, says **Vincent Collins founder of Service Matters Limited.**

About Service Matters Limited

Established in 1997, Service Matters Limited is a key player in the Irish hygiene, workwear, and the facilities management soft services sector. SML operates across the island of Ireland. With over 20 years’ experience, the company’s main focus areas include floorcare rental, washroom services, workwear rental and bespoke protective clothing requirements across many industries. Its operations are concentrated in the East and West of the country, with its current headquarters in Roscommon, and depots in Dublin (Fonthill), Limerick, and Tyrone in Northern Ireland.

About CWS

CWS is the brand name of CWS International GmbH and its subsidiaries. The group currently employs 11,000 people in 15 countries. In 2020, the company generated a turnover of €1.2 billion euros. CWS International GmbH and its subsidiaries are owned by Franz Haniel & Cie. GmbH.

With innovative, sustainable and digital rental solutions, CWS contributes to a healthier and safer tomorrow. The CWS range is divided into products and services in the areas of Hygiene, Floor Care, Workwear, Fire Safety, Cleanrooms and Healthcare. With its service model, the company embraces to concept of the circular economy in all areas: Materials are reduced, reused and recycled in a resource-saving manner. CWS epitomises this understanding of sustainability and all associated activities under one central guiding principle: Think Circular!

More information can be found at [cws.com](https://www.cws.com).

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