26 March 2012: Sanitation, heating and air-conditioning products

Published on March 29, 2012

Subject to the sale of 22 retail outlets, the Autorité de la concurrence clears the acquisition of Brossette by the Point P group

> Version française

In November 2011, at the request of Point P, a subsidiary of the Saint-Gobain group, the European Commission referred the acquisition of Brossette by the Point P group to the Autorité de la concurrence. Both entities are active in the wholesale supply of plumbing and heating products ("P&H") (so-called "SACHA" products in French), via the Cedeo, Dupont and Clim + brands for Point P and via the Brossette Bâtiment, Brossette Confortique and Ditac brands for Brossette.

The Autorité de la concurrence clears the transaction subject to the sale of 22 retail outlets

The transaction gave rise to no competition concern on the upstream supply market. The Autorité found, however, that it would significantly strengthen the Point P group in the wholesale of P&H products in catchment areas located in the Brittany, Pays de la Loire, Aquitaine, Centre and Basse-Normandie regions as well as in the west of the Paris region.

In these areas, the retail outlets of the new entity would have had large market shares, sometimes even close to a monopoly situation. The Autorité did not identify any existing competitor able to exert sufficient competitive pressure to challenge the behaviour of the new entity particularly in terms of price.

The Point P group offered to divest 22 retail outlets, twenty of which belong to the Brossette group and two to the Point P group.

These retail outlets are located in the towns of Prix-lès-Mézières (Ardennes), Touques (Calvados), Saint-Amand-Montrond (Cher), Vierzon (Cher), Taden (Côtes d'Armor), Carsac (Dordogne), Vernon (Eure), Saint-Gaudens (Haute-Garonne), Gaillan-en-Médoc (Gironde), Libourne (Gironde),
Saint-Malo (Ille-et-Vilaine), Mont-de-Marsan (Landes), Romorantin-Lanthenay (Loir-et-Cher), Sainte-Marie (Loire-Atlantique), Saumur (Maine-et-Loire), Flers (Orne), Houilles (Yvelines), Coignières (Yvelines), Versailles (Yvelines), Saint Germain en Laye (Yvelines), Les Sables-d'Olonne (Vendée) and Poitiers (Vienne).

> Press contact: Yannick Le Dorze / Tel: +33 (0)1 55 04 02 14 / Email