

# DOVISTA has entered into exclusive discussions to acquire TRYBA – aiming at expanding into France's market for windows and doors

**HORSENS:** DOVISTA, a leading European provider of vertical windows and exterior doors, has entered into exclusive discussions to acquire TRYBA, a well-established French manufacturer of quality PVC, PVC/aluminium, and aluminium windows and entrance doors.

The contemplated acquisition would constitute a strategic entry into France and would strengthen DOVISTA's European growth ambitions. TRYBA would join DOVISTA's union of distinctive brands, focusing on customer-centricity, craftsmanship, quality, and sustainability. The contemplated acquisition would support TRYBA's ongoing commitment to growth.

It would be the second acquisition by DOVISTA in 2025 and would follow DOVISTA's recent acquisition of 4B in Switzerland.

The contemplated acquisition will be submitted to the relevant employee representative bodies and remains subject to customary regulatory approvals.

## **A strategic fit with shared values**

The contemplated acquisition would support DOVISTA's ambition to make Europe its home market and to become the customer's preferred choice for vertical windows and exterior door solutions. TRYBA would offer immediate market credibility and regional growth potential thanks to its strong brand, nationwide footprint, and scalable production capabilities.

*"TRYBA would be a great addition to our union of distinctive brands. With their respected brand, skilled team, and production capabilities, TRYBA would provide a strong platform to accelerate growth in an exciting market and beyond. Importantly, we are united by a shared focus on customer centricity, craftsmanship, quality and sustainability,"* says Allan Lindhard-Jørgensen, CEO of DOVISTA.

For TRYBA, the contemplated acquisition would offer optimal conditions for continued growth. As being part of DOVISTA, TRYBA would keep its distinctive brand name and benefit from group-level support, investment capacity, and international expertise.

*"Joining DOVISTA would be a major milestone for TRYBA, and we would be extremely proud of this step,"* says Johannes Tryba, CEO and founder of TRYBA.

*"This would allow us to pursue our ambitious, long-term growth plans with renewed strength. DOVISTA shares our vision, can help scale our operations and strengthen our offering, while securing continuity for our customers and employees. This would align perfectly with our goals for sustained success, and we would look forward to a bright future together."*

## **Complementary strengths**

TRYBA would bring a strong distribution model, with sales points across France, supported by their production facilities. Its customer-tailored solutions, commitment to sustainability, and a recent rebranding process would position the company for further growth within DOVISTA.

## About DOVISTA

DOVISTA is a leading European provider of vertical windows and exterior doors. With a strong union of 12 distinctive brands, a dedicated e-commerce platform, and more than 6,500 employees, DOVISTA's purpose is to bring daylight and fresh air into people's everyday lives. Building on over 80 years of history and a proud Danish design heritage, DOVISTA is committed to delivering quality solutions that meet customers' needs.

DOVISTA is 100% owned by VKR Holding A/S and is part of the VKR Group – one of Denmark's most prominent and respected manufacturing groups. Today, the companies in VKR Holding employ approximately 17,200 people in 38 countries. VKR Holding is a family- and foundation-owned company, and its primary shareholder is the Villum Foundation.

## ABOUT TRYBA

TRYBA is a French specialist in designing, manufacturing, and distributing quality PVC, PVC/aluminium, and aluminium windows and entrance doors. It also produces pergolas. Founded in 1980, it is mainly dedicated to the housing renovation market. With more than 590 employees and a network of more than 300 points of sale-and-advice across France, including 11 in Belgium, TRYBA combines industrial expertise with a strong commitment to sustainability, quality, and customer satisfaction.

All manufacturing operations are 100% French-made, ensuring local quality control and reliable supply. The headquarters are in Alsace, close to Germany, and the company's industrial footprint includes production sites in Mayenne and Bas-Rhin. Every product is fully customised to meet each customer's requirements, reinforcing TRYBA's dedication to delivering tailored, quality solutions.

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