



MERGER ANNOUNCEMENT - M/17/043

Competition and Consumer Protection Commission clears proposed acquisition by SHS Group Limited of sole control of Standard Brands (UK) Limited.

24 August 2017

The Competition and Consumer Protection Commission today cleared the proposed transaction whereby SHS Group Limited would acquire sole control of Standard Brands (UK) Limited. The proposed transaction was notified under the Competition Act 2002, as amended, on 26 July 2017.

The Commission has formed the view that the proposed transaction will not substantially lessen competition in any market for goods or services in the State. The Commission will publish the reasons for its determination on its website no later than 60 working days after the date of the determination and after allowing the parties the opportunity to request that confidential information be removed from the published version.

Additional Information

SHS, a private limited company incorporated in Northern Ireland, is involved in a wide range of activities, including the provision of manufacturing and logistics services. SHS's business can be broadly divided into four divisions, namely: condiments and sauces; drinks; sales and marketing UK; and sales and marketing Ireland.

Standard Brands, a private limited company incorporated and based in the United Kingdom, is involved in the manufacture and supply of fire ignition products. Standard Brands is active in the State through its subsidiaries Standard Brands (Ireland) Limited and Standard Brands (Trading) Ireland Limited. Standard Brands manufactures and supplies both own-label and branded fire ignition products in the State.