

## Eduviva Group acquires Baert

Eduviva Group, the European market leader in creative and educational products, has entered into an agreement to acquire Baert, a leading actor providing educational products in Belgium. Following the transaction, Baert will become a part of the Eduviva Group but continue to operate as a separate business unit keeping its strong brand. The acquisition further strengthens Eduviva Group's position as the most comprehensive platform of creative and educational products in Europe.

Eduviva Group has entered into an agreement to acquire Baert, a leading supplier of learning materials and furniture in Belgium. The company, with more than 100 years of experience in education, is based in Ternat, Belgium.

*"Baert's deep expertise in didactic materials, school supplies, and solutions for early childhood and primary education aligns perfectly with our mission to spark the passion to create and the joy to learn. And the acquisition also aligns with our stated ambition to be market leader on all our home markets", says David Persson, CEO Eduviva Group.*

Baert will continue to operate under its well-renowned name and identity as a separate business unit of the Eduviva Group. The Baert logistics center will remain in Ternat and Molenstede, Belgium. Following completion of the deal, the Baert family will become a minority shareholder in Eduviva Group.

*"Baert has built a strong position in the Belgian education market over more than 100 years. We strongly believe that the DNA of Baert fits very well with the DNA of Eduviva. Being part of a strong European group gives us access to a broader network, additional expertise, and new opportunities for innovation. This will allow us to further strengthen our offering and service towards schools and childcare, while continuing to build on the trusted Baert identity", says Goele Baert.*

**For additional information:**

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## About Eduviva Group

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Eduviva Group, headquartered in Osby, Sweden, is the European market leader in creative and educational products. Under the common mission of igniting the passion to create and the joy to learn, Eduviva Group operates four business units:

- Lekolar - Nordic market leader in learning materials and learning spaces for educators (B2E)
- Heutink - Dutch market leader in learning content, learning materials and learning spaces for educators (B2E)
- Panduro - Nordic and Benelux omnichannel market leader in arts & craft (B2C)
- Playbox - A leading producer and wholesaler of arts & craft products (B2B)

In 2025, the Eduviva Group's revenues amounted to approximately SEK 5.9 billion. Since 2017, the company has been majority owned by Nalka Invest AB.

Read more at [eduvivagroup.com](https://eduvivagroup.com)

## About Baert

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Baert is today the umbrella brand that brings together several strong names. The company's market leadership has been strengthened over time through a series of strategic acquisitions, including Interoffice, Marechal, and earlier De Neef, which have allowed it to expand its offerings and reach a broader customer base. In 2025, Baert also merged with its sister company Hageland Educatief, further strengthening its position in the educational and childcare environment. Today, Baert brings together all these activities and brands under one clear name, with the aim of offering customers a more comprehensive range of products and strong service.

## Attachments

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### Eduviva Group acquires Baert