



13 November 2023

JAF Group: Focus on central and south-eastern European sites

Stockerau. With effect from 1 January 2024, the JAF IMHOLZ site in Leipzig will become part of the German Behrens group. Following the divestment of its standalone JAF IMHOLZ GmbH site, the JAF Group is increasingly focusing on its core central and eastern European markets and the international back-to-back business of JAF Global. It is in this CEE region that the JAF Group is growing successfully due to the acquisition of eleven DLH sites in Poland and Slovakia in autumn 2023 and the opening of new sites in Plowdiw, in Bulgaria, and Niš in Serbia. The JAF Group continues to focus on its import business and the distribution of veneers in the German market.

JAF IMHOLZ becomes part of the Behrens group

“We would particularly like to thank our colleagues in Leipzig for their efforts and commitment in the past. We are extremely delighted that the Leipzig site and its workforce will continue to exist as part of the Behrens group,” says JAF General Manager Werner Stix, obviously satisfied with the outcome.

Market potential in central and south-eastern Europe

The acquisition of the eleven DLH sites in Slovakia and Poland this year, as well as the opening of JAF branches in Plowdiw (Bulgaria) and Niš (Serbia), mean that the JAF Group has an even stronger presence in its core markets. “Focussing on market shares in our central and south-eastern European core markets will enable us to tap even more latent potential. We will also be able to further expand our range of services for customers in these markets,” explains JAF General Manager Werner Stix.

Bulgarian timber competence centre opens

The JAF Group opened its third branch in Bulgaria on 18 September 2023. Plowdiw which, with a history dating back over 6,000 years making it one of Europe’s oldest cities, is both the second-largest city in Bulgaria and one regarded as an important cultural and industrial centre with considerable potential to grow further. This strategically important location will allow the company to significantly expand its customer service and logistic expertise not only in the surrounding region but also throughout southern Bulgaria. The new site offers over 2,000 m² of indoor warehousing space and 180 m² of modern showrooms.

New JAF branch in southern Serbia

The JAF Group opened a new branch in the Serbian city of Niš on 27 October 2023. The selection of this site boosts the JAF Group’s presence in the southern regions of Serbia. The site complements the existing network of branches previously serving the local market by means of a branch in Nova Pazova



and a showroom in the capital Belgrade. The JAF branch in Niš has over 1,700 m² of warehousing in addition to office space. A showroom is currently being built.

About J. u. A. Frischeis

The JAF Group, known in Austria as J. u. A. Frischeis, is an international timber wholesaler and one of Europe's leading suppliers of timber and wood-based materials. JAF has nearly 3,000 employees based at 72 sites located in 16 countries on two continents. Since being founded in 1948, JAF has established itself as a strong partner to the timber processing, construction and retail sectors. JAF guarantees a high degree of flexibility and modern service as a result of its strong logistics, modern production facilities and numerous digital solutions.

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