

# Hoyer invests in Powertex

Rotterdam-headquartered Hoyer Global Transport, a fully-owned subsidiary of Hoyer GmbH of Hamburg, has acquired a 50% ownership interest in Powertex Inc's bulk liquids division.

The move vertically integrates Hoyer Global Special Logistics' operations to include state-of-the-art manufacturing of the Sealiner flexitank, Isotank lining systems and a number of other products.

Discussing this new initiative, Cor Mol, CEO of Hoyer Global Transport, stated: "Our new joint venture with Victor and

Stephen Podd, of Powertex, ideally positions the two companies for dramatic growth in this dynamic marketplace; and shows Hoyer Global Transport's continued commitment to the flexitank market. This is a market which is only in its infancy when it comes to future possibilities. The long term goal of the new JV will be the development of new trade lanes with new products and many possible innovations to be developed from the flexitank market."

Stephen Podd, CEO of Powertex, added: "One of the most

important aspects of this joint venture is Powertex's continued ability to supply all of our current customers and freely meet the requirements of all other flexitank operators. Recent events in the world supply of quality flexitanks leaves Powertex as one of the only single layer flexitank manufacturer without captive production, able to supply the open market. With great synergies in culture, market knowledge and innovation between the two companies, many new

and exciting developments can be expected."

[www.hoyer-global.com](http://www.hoyer-global.com)  
[www.powertex.com](http://www.powertex.com)



*Cor Mol: New joint venture with Powertex ideally positions the two companies for dramatic growth in a dynamic marketplace*