

## Trend SWM acquired by Aptean

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### GHZ Partners advises Aptean on its acquisition of trend SWM EDV-Beratung GmbH & Co. KG

GHZ Partners is pleased to announce that it acted as the M&A advisor to Aptean, a global provider of industry specific enterprise resource planning (ERP) and supply chain software solutions, on its acquisition of trend SWM, an ERP software provider to manufacturers and distributors in Germany, including manufacturers of paint, chemicals, cosmetics and plastics.

Headquartered in Freiburg, Germany, Trend SWM is an owner-managed company founded in 1989. Trend SWM's ERP solution includes industry-specific features such as batch management and recipe management to support process manufacturers; as well as packaging and warehouse management functionality to support wholesalers and distributors, and additional features to meet the specific requirements of automotive distributors. trend SWM's software can be deployed on-premises or in the cloud.

Aptean is one of the world's leading providers of purpose-built, industry-specific software that helps manufacturers and distributors effectively run and grow their businesses. Aptean is headquartered in Alpharetta, Georgia and has offices in North America, Europe and Asia-Pacific. The addition of trend SWM will enhance Aptean's ability to serve mid-sized manufacturers and distributors in Germany.

"trend SWM's team of talented professionals shares Aptean's commitment to innovation and our passion for delivering an exceptional customer experience," said Oliver Dahlhaus, GM, DACH, at Aptean. "We're pleased to add trend SWM to our ERP capabilities to support manufacturers and distributors in Germany."

"Aptean and trend SWM share a common mission to deliver flexible, integrated solutions that are purpose built to meet the unique needs of our customers," said Peter Müller, GM at trend SWM. "We are excited to go forward together and accelerate our growth across the region."

The terms were not disclosed.

