

SAMAN ACQUIRES FINITEC, A DIVISION OF GROUPE FINITEC

The combination of two Quebec-based companies strengthens Saman's position as a national leader



On the picture, André Rioux (Groupe Finitec), Marc Rioux (Groupe Finitec), Maxime Gagnier (Saman) and Vincent Moreau (Groupe Finitec)

August 28, 2025 – Victoriaville, QC. – Less than a month after rolling out its new Premium brand, Saman today announced the acquisition of the assets of Finitec, a division specializing in floor finishing and maintenance products. This significant transaction, which follows a series of major transformational initiatives, reinforces Saman's pivot toward strategic growth powered by innovation, product portfolio expansion, and market synergies.

"We are both proud and excited to make today's announcement," said Maxime Gagnier, President of Saman. "Finitec is a true Quebec flagship in our industry, with a reputation that extends far beyond our borders. We are thrilled to welcome them to the Saman family. Together, we combine the best of both worlds to become a large-scale Canadian manufacturer, positioned to play an even greater role in the North American market. Saman and Finitec will continue to deliver innovative, top-quality products, along with outstanding in-store service and support."

"By transferring Finitec to Saman, we are passing the torch to a credible team capable of writing the next chapter of its story," added Marc Rioux, Co-owner and President of Groupe Finitec. "We are confident that Finitec's employees, customers, and partners are in good hands—both in terms of continuity and future growth. As for our group, this transaction gives us the opportunity to focus even more on AcoustiTECH, which has specialized in building acoustic solutions for over 20 years."

Effective September 2, this acquisition is part of a clear and concrete growth strategy aimed at strengthening Saman's leadership position in interior wood finishing products.

"From the very beginning, our vision and commitments have been crystal clear: to see Saman become a major player in our industry on the North American stage," continued Mr. Gagnier. "As the only Canadian manufacturer fully dedicated to wood finishing products with a presence across the continent, we are more determined than ever to win market share, expand our visibility, and reinforce our organization."

In the coming days, all Finitec customers will be contacted to ensure a smooth and seamless transition, particularly regarding supply and customer service. Production activities will be transferred to Saman's Victoriaville plant.

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Source:

Alexis Pinard, Marketing Director

alexis.pinard@saman.ca

ABOUT SAMAN

Based in Victoriaville (QC), SAMAN specializes in manufacturing interior wood finishing products, including stains, penetrating oils, top coats, and various maintenance and repair solutions. With recognized expertise and a strong commitment to innovation and eco-responsibility, SAMAN offers water-based, low-odor, low-VOC solutions.

Used by professionals, artisans, and DIY enthusiasts alike, SAMAN products stand out for their performance, durability, ease of application, and superior results. Operating throughout the North American market, SAMAN continues its mission to provide both consumers and professionals with finishing solutions that combine quality, environmental respect, and technical excellence.

ABOUT FINITEC

Celebrating its 30th anniversary in 2023, Finitec was founded on Quebec's South Shore with a vision to do things differently. Pioneer of the first high-performance water-based top coats—now among the most in-demand in the market—Finitec has built its reputation on research and innovation, creating products accessible to both professionals and DIYers. Its solutions reinvent the flooring industry, minimize environmental impact, and promote healthier living spaces.

With a continually expanding portfolio that now includes MicroConcrete, Finitec products are available across Canada in hardware stores, paint stores, and flooring specialists.