

# Mercator Marine Group appoints Arjan Pols as CEO

Mercator Marine Group (MMG) has appointed Arjan Pols as its new Chief Executive Officer.

MMG, the group of four leading watersports wholesalers — allpa B.V., Combi Noord, Technautic, and allpa – Technik fürs Boot GmbH — has chosen a leader with extensive experience in wholesale, organizational development, logistics, and commercial strategy. His expertise aligns perfectly with the group's ambition to further strengthen its position in the European watersports market.

Arjan Pols:

"Mercator Marine Group, with brands such as Allpa, Technautic, and Combi Noord, is a key player in the distribution of technical products for the watersports sector. The group's strength lies in its broad product range and strong market position developed over the years. From my experience, I know how important it is to stay close to customers and continuously improve service levels. At MMG, I aim to further focus on service, quality, and an optimized supply chain, enabling us to support our customers even better and take the next step in professionalism and customer orientation."

Interim CEO Cees Kopper played a crucial role in the growth and development of Allpa following the September 2024 fire and will remain closely involved with Allpa and Technautic, ensuring valuable expertise stays within the group.

Cees Kopper:

"With Arjan's arrival, MMG is ready for the next step. His experience, vision for further developing the group's organizations, and strong commercial drive will strengthen and expand our market positions. I wish Arjan every success and will fully support him in this."

With Arjan Pols' appointment, Mercator Marine Group takes an important step in its strategic development, with a continued focus on growth, professionalization, and expansion.