



SCX Design expands its range of engaged objects with the acquisition of Boomerang and its Citizen Green brand

Media object

SCX
INNOVATIVE
DESIGN

acquired business of

CitizenGreen
by bewear

Societex
CORPORATE FINANCE
— Groupe Adviso — 

BUYER ADVISOR

Operation

- As part of its growth strategy, SCX Design, a specialist in high-tech products, has acquired Boomerang, a specialist in sustainable development communication objects.
- The two companies share the same values: creativity, agility and dedicated customer support.
- "I'm delighted to be able to continue to bring this story to life, while preserving the human and creative values that have made the company such a success. Our priority will be to maintain impeccable service while injecting new dynamism into our projects, always in tune with environmental issues and our customers' expectations. I look forward to building with our customers and partners, and with the whole team, this exciting new stage in the Boomerang Citizen Green adventure." Stanislas CONFAVREUX, General Manager of SCX Design.
- Societex advised SCX Design from start to finish on this acquisition.

SCX Design

- Founded in Paris in 2017, SCX Design designs innovative and sustainably responsible design products. The company has developed an exclusive, high-end range of business gifts based mainly on the luminous logo... SCX Design develops and customizes products for the office, travel and home - 98% recycled materials and guaranteed for up to 3 years. SCX Design distributes its range of 146 unique objects in over 60 countries through its partners PF Concept (Europe) and Koozie (North America). SCX Design achieved sales of €5.7 million in 2023.

Boomerang

- Founded in 1987, the Boomerang group is a key player in the field of communication by object and eco-design. An importer and stockist, Boomerang operates with its pioneering Citizen Green brand, launched in 2007, which offers a complete range of eco-designed products manufactured in Europe. The group, which generates sales of €6.88 million, is diversifying its offering with the textile brand Le Vestiaire, which focuses on Made in France.

Press release – July 2025

Our advisory mission

- SOCIETEX CF was exclusively commissioned by SCX Design to advise and assist in this acquisition.

Client testimonial

"Societex came highly recommended by a friend. I thanked him very much for putting me in touch with him. The support provided by Thomas Beaurain and his team was invaluable at every stage of the purchasing process; price estimation, drafting the offer, negotiation, financial engineering and advice of course." - **Stanislas CONFAVREUX – General Manager SCX Design**

SOCIETEX CF team



Thomas BEAURAIN
CEO
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Stakeholders

Buyer

- **SCX Conseil** (Stanislas CONFAVREUX)
- **Advisors :**
 - M&A Advisor : Societex (Thomas BEAURAIN)
 - Lawyer : Castling Avocats (Candice LHOSPITALIER)

Seller

- **Boomerang** (Cécile et Rodolphe JAQUET)
- **Advisors :**
 - M&A Advisor : Crowe M&A (Aymeric STIEVENART, Benjamin BESSON)