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Standaard Boekhandel Group and Standaard Uitgeverij join forces to strengthen their local roots

Standaard Uitgeverij is joining Standaard Boekhandel Group with a clear ambition: to bring knowledge and imagination to as many readers as possible. Together, they will build a strong platform that helps local talent and local stories grow and come alive. The two driving forces in the Belgian literary landscape share a long, rich history. Now, after almost 50 years, they are reunited. The book retailer and the publishing house will each keep their own character and will continue working autonomously, while writing the next chapter of their success story together.

In today's complex, rapidly changing world, people are looking for reliable information and relaxation. Ways to fulfill these keep evolving. Bookshops and publishers therefore operate in an ever-broad market of knowledge and imagination, where they also compete with gaming, streaming and other digital platforms. The offering is not only broader than ever, but also increasingly international.

This is a challenge, but also offers unique opportunities, which the alliance between Standaard Boekhandel Group and Standaard Uitgeverij is designed to capture. Books are, more than ever, a trusted source of knowledge and inspiration. The publisher-bookshop combination makes it possible to act swiftly and bring more innovation to the sector through creative concepts, fresh formats and meaningful collaborations.

Veerle De Witte, CEO of Standaard Boekhandel Group: "The question is no longer: 'How large is our share of the book market?'. We do not merely sell books. We bring knowledge and imagination. Together with Standaard Uitgeverij, we are well placed to grow our 'share of attention' or – better yet – 'share of imagination' with the public."

A strong platform for local talent and local stories

This alliance secures and strengthens the local roots of both players and of the book trade as a whole. Standaard Boekhandel Group is present in every city and town center. The stories and heroes of Standaard Uitgeverij are equally embedded in our society – authentic and recognizable.



“By strengthening the ties between bookshop and publisher, we are building a bridge between authors and readers. Standaard Boekhandel and Librairie Club know the story devourers, Standaard Uitgeverij the storytellers,” says Veerle De Witte of Standaard Boekhandel Group.

Kris Hoflack, CEO of Standaard Uitgeverij: “Together, we are building a unique platform that helps local talent and local stories grow and come alive. In doing so, we give the book in all its forms – on paper and on other carriers – a stronger position, encourage reading among our audiences and enrich society.”

A new chapter, the same signature

Standaard Boekhandel Group and Standaard Uitgeverij share a rich history, dating back to the beginning of the 20th century, as well as a social mission. At the same time, both organizations have their own identity, independence and authenticity.

“This feels like coming home. Standaard Boekhandel Group shares our passion for the power of stories. Our social ambition and values align seamlessly, and the combination of our two organizations is a unique asset in a rapidly changing world. People long for stories that feel close, recognizable and relatable – and that is precisely our strength,” says Kris Hoflack of Standaard Uitgeverij.

Both companies emphasize that the identity and independence of both organizations will be maintained. Services and collaborations within the broader book landscape will also remain unchanged. The trust of readers, authors, employees and partners is a key priority.

The parties were advised by Level Next and Deloitte. No financial details of the transaction will be disclosed.

More details about (the shared history of) Standaard Boekhandel Group and Standaard Uitgeverij?

Please consult the factsheet in the attachment.

Any further questions?

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About Standaard Boekhandel Group

Standaard Boekhandel was founded more than 100 years ago as the bookshop division of De Standaard NV, with the aim of guiding people in culture, education, leisure and creativity. In 1924, Standaard Boekhandel became an independent company, with stores in Brussels and Antwerp, and over the years grew into the main supplier of textbooks for more than half of Flemish schools. In 2002, Zuidnederlandse Uitgeverij became the full owner of Standaard Boekhandel. Since 2014, following the acquisition of Librairie Club, Standaard Boekhandel is also active in Wallonia. Standaard Boekhandel Group currently has 180 retail locations and 500 employees.

About Standaard Uitgeverij

Standaard Uitgeverij has been a cornerstone in the Flemish book landscape for decades. The publishing house manages an impressive portfolio of comic-book classics such as 'Suske en Wiske', 'Jommeke', 'De Kiekeboes' and 'De Rode Ridder'. In the children's segment, Standaard Uitgeverij holds the full rights to 'Ballon Kids', with series developed in-house and distributed worldwide, complemented by innovative concepts such as the mirror book. For adult readers, the publisher releases contemporary bestsellers by authors such as Pieter Aspe, Jeroen Meus and Mélissa Da Costa. Standaard Uitgeverij employs 50 people.