

GOODWILL

A World of Enchanting Decoration

About Us

Goodwill M&G was **founded** by Mr. Meus & Mrs. Grosfeld in **1986**. They began by importing the American Silvestri collection and started with direct imports from Asia soon thereafter. In the nineties, Silvestri was replaced by Katherine's Collection and the company started to expand thanks to participation in International Fairs in Frankfurt and Paris.

2010 marked the start of a transition period preparing the retirement of the founders. In **2014**, **Mr. Van Maercke** stepped into the company as **an active co-owner and co-manager**. Since **2017** Mr. Van Maercke became the **sole manager** and since **2022 the sole owner** of the company.

Activities and Collections

Goodwill M&G is a **wholesaler** serving professional buyers, such as retailers, garden centers, florists, event organizers, decorators, real estate managers, hotels & restaurants. 90% of Goodwill's collections focus on **Christmas decorations** for interior use. Goodwill also presents new collections for **Easter/Spring and Halloween**. The highlights of the collection are **designed in-house and hand drawn**, and are promoted under the "**Heart by Goodwill**" brand.

Goodwill is also an exclusive distributor for EMEA for the American collectibles brands **Katherine's Collection** and **Mark Roberts**.

Mark Roberts



Our Reach

Goodwill M&G has active customers in **more than 100 countries**. Main markets are Italy, France, Belgium, Germany, Netherlands, United Kingdom and several Eastern European markets. Whilst the nearby markets remain the most important ones, the company is expanding fast in markets such as the Middle East, Africa, Australia and the United States.

Location Showroom

Goodwill M&G has its headquarters in Kontich, **Belgium**, just 10 minutes away from Antwerp. At this location the company has a **showroom of 1200 m²**, featuring all its collections, as well as its 8000 m² warehouse and logistics facilities.

Fairs and Memberships

- Christmasworld
- Maison&Objet
- Founding member of Antwerp Design Week
- Associated Member of several National florists and garden centers' associations

