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MAGICOLOR : A NEW GENERATION TAKES THE HELM

Québec City, February 5, 2026,

Magicolor is opening a new chapter in its history. With more than 30 years of manufacturing expertise, the company is entering a new phase of development with the arrival of Vincent Doaré as General Manager following its acquisition.

“Vincent naturally fits within Magicolor’s continuity. He shares our culture and our values, and brings a structured and ambitious vision for what lies ahead. I am very confident about the company’s future and proud to entrust him with its next chapter,” said Johnny Morency, former owner of the company.

This transition is intended to ensure operational continuity, organizational stability, and the long-term sustainability of Magicolor’s know-how. Vincent Doaré will guide the company through this next phase of development.

“Magicolor is built on strong operational foundations and experienced teams. My objective is to support the company along a structured and sustainable growth path. I am committed to this project alongside my partners, Alexis Corradi and Capital d’Expérience, with an entrepreneurial approach that combines rigour with a long-term vision,” said Vincent Doaré, General Manager of Magicolor.

This acquisition is also supported by the Banque de développement du Canada (BDC), a recognized institutional partner known for its key role in supporting Canadian businesses.

For Vincent Doaré, Alexis Corradi and Capital d’Expérience, this transaction represents an important milestone in their shared commitment to Québec’s entrepreneurial succession ecosystem. It reflects a long-term vision focused on building strong companies, helping them grow, and supporting sustainable development through a disciplined and coherent approach.

About Magicolor

Founded in 1993, Magicolor specializes in industrial painting and surface coatings for manufacturing and industrial environments. Recognized for its technical expertise and operational know-how, the company plays an integral role in its clients’ value chain by contributing to the protection, finishing, and durability of their equipment and infrastructure, while meeting environmental standards and fostering trusted, performance-driven relationships.

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