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Kendal Group buys PureLime

British businessmen Daniel and Leo Gestetner said Monday that their **Kendal Group Ltd.** investment vehicle has bought Danish women's aerobic and fitness wear firm **PureLime ApS** for an undisclosed sum. Kendal Group is building a portfolio of sports and leisurewear brands. The purchase of Aabenraa, Denmark-based PureLime follows a 2003 acquisition of British royal Prince William's favored swimwear brand Zoggs, which has since expanded its sales by 25%. Kendal said the latest deal fits in with its aim to have five businesses within the next two to three years generating sales of more than £50 million (\$90 million). — Jonathan Braude