

FlexoPrint Group becomes part of Optimum Group!

Press release

Alkmaar, the Netherlands / Randers, Denmark, July 10, 2020

The FlexoPrint Group, a leading producer of self-adhesive labels, becomes part of the Optimum Group. The FlexoPrint Group consists of FlexoPrint in Randers, Denmark, and H&T Labelprint, a merger of H&P Etiketten and TOM Etiketten, in Salzbergen and Greven, Germany. The management of the FlexoPrint Group, consisting of chairman Svend Lynge Jørgensen, CEO Lars Ole Nauta and CFO Jens Brusgaard will continue in their current roles within the company. Svend Lynge Jørgensen and Lars Ole Nauta will furthermore reinvest to become shareholders in the Optimum Group.

The addition of FlexoPrint Group fits within the Optimum Group's growth strategy and enables Optimum Group to better serve its clients through increased capacity, a wider offering of self-adhesive label and flexible packaging products, and the international expansion of its footprint into Denmark and Germany.

Strong growth over the past years

FlexoPrint has experienced a positive development in recent years in which, amongst others, it has invested in digital printing capabilities and completed an acquisition in Germany. At the same time, the Company has been able to grow its business due to its highly engaged employees and through strong its strong commercial focus. Finally, FlexoPrint has launched new initiatives to decrease its customer's environmental footprint.

Leading player in labels and flexible packaging solutions

For Optimum Group, backed by IK Investment Partners, the addition of the FlexoPrint Group is strengthening its position as a leading player in Europe in labels and flexible packaging solutions, including printed and blank self-adhesive labels, tapes, shrink sleeves and flexible packaging.

With the addition of the FlexoPrint Group, Optimum Group now includes 12 member companies located in the Netherlands, Belgium, Germany and Denmark: Etiket Nederland, Vila Etiketten, Specialist Printer Max. Aarts, W&R Etiketten, Belona, Megaflex, EPB, ASQ Labels, Telrol, Kolibri, FlexoPrint, and H&T Labelprint, with each member companies having its own unique product / market combination.

Confidence in the future

"FlexoPrint has over the last two years experienced a good development where we have achieved significant progress, based on a strong and dedicated team of employees and through investing in further capacity", says Svend Lynge Jørgensen, chairman in FlexoPrint.

CEO Lars Ole Nauta adds: "With a new and dedicated owner, we can continue the positive development, based on our current foundation in Randers and Germany".

Marc van Rijswijk, CFO of the Optimum Group: "We are both excited about the collaboration and convinced of the value that FlexoPrint Group will bring to Optimum Group. Through further collaboration both companies will be able to serve our clients even better. In terms of culture, there is a great fit

between the FlexoPrint Group and the Optimum Group and we are confident about the future prospects of the combined group.”

For questions and information, please contact:

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About the FlexoPrint Group

FlexoPrint is a leading producer of self-adhesive labels in Northern Europe, serving amongst others the FMCG and logistics industries. The company is headquartered in Randers, Denmark with further operations in Germany, and has approximately 110 employees. For more information about FlexoPrint, please see www.flexoprint.dk.

About the Optimum Group

The Optimum Group is a European label printing group with operations in the Netherlands, Belgium, Denmark, and Germany, with 12 member companies. The acquisition of the FlexoPrint Group is the fifth successful acquisition by the Optimum Group since 2018. The Optimum Group is backed by IK Investment Partners, a European private equity advisory group with Nordic roots, operating across Northern Continental Europe.