

Brand Factory acquires Kariplast OY

Brand Factory has acquired 100% of the shares of the Finnish company Kariplast OY.

Kariplast is one of Finland's leading suppliers of products and solutions for in-store communication and merchandising to the retail sector. The company also provides products for communication to other industries, such as warehousing.

Following the recent acquisition of the Norwegian company Ny Profil AS, the acquisition of Kariplast OY further strengthens Brand Factory's position as the leading Nordic company within corporate-, brand- and product profiling.

- "Ever since Brand Factory was founded, our focus has been on securing our Nordic clients' graphic profiles by offering a full range of high-quality products and services at the right price. The acquisition of Kariplast will enable us to further strengthen our client offering to the retail market as well as to other industrial markets", says Peter Follin, Group CEO of Brand Factory

Kariplast was founded by Alpo Kumpala, who successfully has managed and developed the company and who will keep the role as CEO of Kariplast.

- "We have been looking for a new owner and partner for some time. We have co-operated with Brand Factory for many years and are very pleased with this solution", says Alpo Kumpala. Kariplast had a turnover of around SEK 22m 2009 with a net profit of around SEK 6.5m.

Brand Factory is the Nordic region's leading company in corporate-, brand- and product branding. The company's Nordic and Baltic sales and marketing offices offer unique expertise in the areas of project management, production, design, installation and service maintenance. Modern, high-capacity production facilities in Esbo, Sveg, Linköping and Tallinn ensure delivery of high-quality products at the right price. The company had sales of 295 million SEK in 2009 and employs approximately 185 people.

Brand Factory is mainly owned by the private equity fundScope Growth II and the Melanen family. For more information, please contact Peter Follin, peter.follin@brandfactory.se, or visit www.brandfactory.se or www.kariplast.fi.