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### **Prime Label completes the acquisition of LabelProfi, a digital printing house in Slovenia**

In December 2020, the Central European leader in label production, the Prime Label Group, controlled by Innova/6 SCA ŠSICAV, a private equity fund from Innova Capital Group, signed a purchase agreement for the majority stake in LabelProfi, a specialised printing house based in Slovenia. LabelProfi specializes in the production of highly processed self-adhesive labels and packaging using digital print technology. The advantages of LabelProfi include high-quality printing, very short turnaround times and the ability to produce very lower volumes, which are often not cost-effective in conventional printing technologies. The company has a 25-year history and has become a local leader thanks to its dynamic development, providing products to food, beverage, cosmetics, household appliances and automotive industries. The share of exports in 2020 was more than 30%, the majority of which were sales to German-speaking countries.

"We are excited that in such a difficult year we have made another investment that strengthens our leadership position in Central Europe. Digital printing is becoming increasingly popular in the label industry every year, developing faster than conventional technologies such as flexographic or offset. Market forecasts indicate strong growth in market share for digital technologies in the next few years – that is why we believe that the solutions proposed by LabelProfi will make the Group's offer even more attractive. We will be able to better meet the needs of our customers and thus accelerate the growth of our business", comments Arkadiusz Sapiecha, CEO of Prime Label Group. "We are also very pleased to continue working with the founder and management of the company, who bring unique competencies to our group", added Mr Sapiecha.

"The acquisition of LabelProfi is the next step in the Prime Label Group's strategy to consolidate high-quality label producers in Central and Eastern Europe. We are very pleased to be able to include a digital printing house of this scale into the group" adds Michał Wojdyła, Managing Director, who is supervising the investment on behalf of Innova Capital.

Aleš Golob, Managing Director of LabelProfi said: "In recent years, the company has developed at a very rapid pace thanks to our passion and efforts of a dedicated team. The time has come for the next stage,



i.e., joining a larger organization that will enable all of us to achieve even more ambitious international goals. We are delighted that even with new majority shareholder LabelProfi will pursue a strategy ensured by management that stays on board. We look forward to, among other things, fruitful cooperation in terms of sales to joint customers as well as realizing synergies in purchasing and operations”.

### **About Prime Label**

Prime Label Group has two label printing houses in its portfolio: Chemes in Poznań (PL) and Embe Press in Lublin (PL). After the transaction, the Group’s turnover will be close to EUR 45m, which gives the company the position of the largest player in the C&EE region. The ambition of the Group’s Management Board is to at least double the scale of its operations by 2024, through further dynamic organic growth and additional acquisitions.



[www.embepress.pl](http://www.embepress.pl)



[www.chemes.eu](http://www.chemes.eu)



[www.labelprofi.com](http://www.labelprofi.com)

### **About Innova Capital**

Innova Capital is an independent private equity advisor, operating from Poland and investing in majority buyouts in mid-sized enterprises with activities in Central and Eastern Europe. From its inception in 1994, Innova Capital has invested close to EUR 1 billion in almost 60 companies located in 10 countries in the region. Innova was recognized by the Polish Private Equity and Venture Capital Association (PSIK) as PE Management Firm of the Year 2019.

[www.innovacap.com](http://www.innovacap.com)

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