

## UPM Raflatac accelerates its growth in Graphics by acquiring Grafityp

(UPM Raflatac, Helsinki, 23 July 2024 at 09:00 CET) – UPM Raflatac has acquired Grafityp, a Belgian-based company to further accelerate its growth in graphics solutions. Merging UPM Raflatac's existing Graphics business with Grafityp will strengthen UPM Raflatac's overall competitive positioning in this attractive product segment, expand its portfolio and give access to high-value new technologies. Both parties have agreed not to disclose the purchase price or other transaction details.

Grafityp is a well-established company with more than 50 years of history and a pioneer in developing and manufacturing self-adhesive graphics solutions. Today it is known for its strong brands and product portfolio consisting of colour films, print films for large format colour printing, laminates and wrapping films for various end-uses. The company has approximately 100 employees and has a manufacturing site in Houthalen, Belgium and a sales and distribution centre in the UK.

"We are committed to become a full product and service provider in graphics solutions. Merging Grafityp with UPM Graphics business accelerates our growth. Grafityp is a leading, innovative Graphics company with lot of know-how. We look forward to growing together and offering an even stronger product portfolio to our current and new customers," says **Timo Kekki**, Senior Vice President, UPM Raflatac Films and Specials.

"This acquisition presents significant opportunities to accelerate growth and enhance business value through the expansion of our customer base, production facilities and innovative product offering. The UPM Group shares our commitment to human values and sustainability. The complementary nature of our two organizations is truly remarkable, and we anticipate considerable synergies arising from this partnership. This agreement accelerates our ambitious growth plans. We eagerly anticipate the promising future this collaboration will bring," says **Herman Bosman**, Owner of Grafityp.

UPM Graphics is a new strategic self-adhesive business unit within UPM Raflatac. The business was established after acquiring AMC AG and its graphics business in 2022. UPM Raflatac's strategy is to grow its graphics business through organic and possibly inorganic measures to give it a significant weight in the company's product portfolio. Typical graphics applications can be found e.g. in indoor and outdoor advertising, signage and vehicle wrapping.

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### UPM Raflatac

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**Grafityp**

We have been developing films and laminates for more than 50 years with brands that stick. Family Bosman has been running Grafityp since the establishment and is still actively today. Our speciality is developing, producing and selling self-adhesive foils and films for various end uses. Our strategy is based on customer intimacy and operational excellence. We want to be leading in sustainability based on the three Ps – people, planet and profit and we are very proud on solutions we provide there related. Our goal is to reduce CO<sub>2</sub> emissions by 40% by 2030. Find out more [www.grafityp.com](http://www.grafityp.com)

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