

Press release

PAWI Group acquires Printmax – Attractive expansion of product range and strengthening of international competitive position

Winterthur, 10 May 2023 – The PAWI Group is acquiring the Warsaw-based packaging plant Printmax. In doing so, PAWI is expanding its range of high-quality packaging solutions made of cardboard and paper for the food and non-food sectors to include highly refined folding cartons for the cosmetics, near-pharmaceutical and luxury goods sectors of all kinds. This acquisition will also help the packaging manufacturer move into the steadily growing Polish market, thus strengthening its international competitive position in a highly competitive area.

For over 60 years, PAWI has been producing high-quality paper and cardboard packaging for the bakery and confectionery sectors. The family-owned company also sells packaging for the industrial food and non-food sectors. With plants in Winterthur (Switzerland) and Singen (Germany), it is very well established in the industry. In line with its strategy to grow and enter new markets, PAWI is specifically looking for opportunities to expand its product range and increase its international reach.

The acquisition of Printmax in Warsaw (Poland) makes it PAWI's third packaging plant, which has around 80 employees and specialises in highly refined offset printing of folding cartons as well as hot stamping, cold foil printing and special laminations. This segment is an attractive extension of the PAWI product range, especially for the growing non-food market. The acquisition of Printmax expands the European client portfolio of the Group, thereby significantly strengthening its competitive position. Following the acquisition, the PAWI Group will employ around 370 people at three locations.

The PAWI Group's strategy has always been based on a strict focus on the strengths of the individual plants. This concentration strategy will stay in place with the acquisition of Printmax: No orders will be moved from Winterthur or Singen to Warsaw. This will enable PAWI to offer its clients a comprehensive range of innovative folding cardboard cartons from the corresponding plant.

Quotes from Andreas Keller, Managing Director of the PAWI Group:

“The acquisition of the Warsaw-based packaging plant Printmax will allow us to expand our range of high-quality packaging solutions to include highly refined folding cartons for the cosmetics, near-pharmaceutical and luxury goods sectors.”

“Our strategy is targeted growth and entering new international markets. By acquiring the Polish firm Printmax in Warsaw, we are expanding our product range in an attractive way and significantly increasing the size of our client portfolio.”

“Our strategy has always been based on a strict focus on the strengths of the individual plants. We will continue to operate in line with this concentration strategy after the acquisition of Printmax and will not move any orders from our plants in Winterthur (Switzerland) and Singen (Germany) to Warsaw (Poland).”

Printmax is a professional packaging manufacturer in Warsaw (Poland) that specialises in the production of highly refined folding boxes made of solid cardboard. For 20 years, Printmax has been supplying very high-quality cardboard packaging predominantly to the cosmetics, near-pharmaceutical and luxury goods sectors. With its experience and expertise, Printmax provides its clients with tailor-made, offset-printed folding boxes finished with clever varnishing and special effects in hot or cold embossing as well as laminations. In 2022, Printmax achieved a turnover of 6 million euros. www.printmax.com.pl

As a family-run company with locations in Winterthur (Switzerland) and Singen (Germany), the **PAWI Group** has around 300 employees and uses the latest technology to produce folding boxes and paper bags, primarily for the food industry – and always in line with the highest hygiene requirements and ecological considerations. The focus is on a strong innovative spirit and quality, short delivery times and high flexibility. Lean processes, high productivity and the highest possible automation are continuously being expanded and optimised. In 2022, the group achieved a consolidated turnover of 56.5 million Swiss francs. www.pawi.com

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