



**HP-ETIKETT**<sup>®</sup>  
FABRIKATION von HAFTETIKETTEN

## **Optimum Group Acquires HP-ETIKETT!**

### **Press release**

Alkmaar, Netherlands/ Hitzhusen, Germany, March 31th, 2023 - HP-ETIKETT

**A specialist in the production of self-adhesive labels, is set to become part of the Optimum Group platform. The current management of HP-ETIKETT will remain within the organization.**

The acquisition of HP-ETIKETT aligns well with Optimum Group's European growth objectives and will significantly expand the Optimum Group's presence in Germany. As part of the Optimum Group, HP-ETIKETT will be able to better serve its customers by offering higher capacity, a wider range of self-adhesive labels and flexible packaging solutions, and greater delivery reliability as part of an international printing group.

### **Leading Provider of Labels and Flexible Packaging Solutions**

With the acquisition of HP-ETIKETT, Optimum Group will expand its presence in Germany and strengthen its position as a leading provider of labels and flexible packaging solutions in northwest Europe, particularly of specialty labels, but also of printed and unprinted self-adhesive labels, ribbons, shrink sleeves, bands, multilayer labels, and flexible packaging. With the addition of HP-ETIKETT, Optimum Group now comprises 19 member companies in the Netherlands, Belgium, Germany, and Denmark.

### **Confidence in the Future**

"HP-ETIKETT has developed well in recent years, during which we have achieved significant growth based on a strong and dedicated team of employees and investments in sustainably produced labeling solutions," says Eugen Kölling, Managing Director of HP-ETIKETT.

"With the acquisition of HP-ETIKETT, our German part of the group is strengthened. HP-ETIKETT has a strong commercial and technical profile and an impressive customer base. We look forward to working with the owners, who will all continue in their current roles," says Andre Prophitius, CEO of Optimum Group Germany.

"We are delighted to take this further step in Germany and welcome HP-ETIKETT to the group."





**For questions and information, please contact:**

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**About HP-ETIKETT**

Is a leading label printer in Germany. The company is headquartered in Hitzhusen, Germany and has about 25 employees. For more information about HP-ETIKETT, please see <https://www.hp-etikett.de>

**About Optimum Group**

Optimum Group is the leading Northern European label printing group with operations in the Netherlands, Belgium, Denmark, and Germany with 19 member companies. The acquisition of Etiket Schiller is the thirteenth successful acquisition by the Optimum Group since 2018.

Optimum Group is backed by IK Partners, a European private equity advisory group with Nordic roots, operating across Northern Continental Europe. For more information about Optimum Group, please see <https://www.optimumgroup.eu>

