



Press release

## **ARJOBEX / MDV becomes POLYART**

Creation of the European leader in specialty film and paper solutions

Paris, Tuesday, December 14, 2021. Following the recent successful merger between companies ARJOBEX and MDV, industry leaders in specialty label facestock, packaging and advertising signage substrates, the new group adopts the name POLYART. This is to further support its global brand, strengthen its new objectives and accelerate its international development.

POLYART uses the fundamentals and common denominators of each company in the group: versatility, agility and the art of designing innovative solutions.

POLYART offers film and paper solutions for the industrial label market (chemical, food, horticulture, pharmaceutical, etc.) as well as decorative (wine, spirits, and beverages in particular) and security (brand protection -this worldwide market is growing by 10% annually). We also offer solutions for digital printing, the display market and also provide custom coating.

POLYART achieved 20% growth in 2021 to reach more than 70 million euros in turnover, of which 70% is in Europe, 20% in the United States and 10% in Asia. Building on this growth, the European leader in the sector intends to continue consolidating the sector with the support of its shareholders Prudentia Capital and Indigo Capital. Polyart will accelerate its development in the United States, where it has a production site in Charlotte, North Carolina, and expand into Asia with the opening of a subsidiary in India in early 2022.

"The recent merger has enabled significant operational and industrial synergies as well as valuable international support. In 2022, we aim to develop significant commercial synergies by leveraging the group's global sales network. POLYART is now a cohesive group, solidly equipped to establish itself in growing markets ", explains Stéphane Daveau, CEO of POLYART.

Thanks to its innovative technologies, POLYART intends to accelerate the deployment of its sustainable and long-lasting solutions for all of its customers, distributors, converters and

printers. Fiberskin (recyclable paper for short-term outdoor applications) and r-Polyart (recycled HDPE plastic film) are recent illustrations.

“This is an important commitment for us. POLYART is a committed solutions provider to facilitate recycling and the circular economy. This virtuous model was recently certified by ECOVADIS” concludes Stéphane Daveau.

**About POLYART:**

The group is the inventor of synthetic paper in Europe under the Polyart brand and a leader in fluorescent and technical coatings. With 300 employees around the world today, POLYART has six production sites, in France (Arjobex), Germany (MDV and Reisewitz), Great Britain (Arjobex and Tech Folien) and United States (Arjobex) as well as three sales offices in Singapore, Mumbai and Shanghai. Its brands, Polyart, Robuskin, Fluolux, Satinex and Fiberskin, are available in more than fifty countries.

Its head office is located in Boulogne-Billancourt, France.