

**Press release**

Transaction enlarges footprint in Europe and adds complementary solutions

## **NOVEXX Solutions acquires Eidos S.p.A.**

**With the transaction NOVEXX Solutions further strengthens its market position and enlarges the solution offering in the automatic marking and coding industry.**

**The business will continue to operate as Eidos S.p.A.**

**Eching (Germany) / Chieri (Italy), May 5, 2017** – NOVEXX Solutions signed a contract to acquire the Italian company Eidos S.p.A. The closing is expected to be within the next two weeks. As a leading manufacturer of printers for labeling, marking and automatic coding of industrial products, Eidos is a perfect addition to the NOVEXX Solutions group.

The acquisition further strengthens the NOVEXX Solutions market position and enlarges the solution offering in the automatic marking and coding industry.

"The acquisition of Eidos is a perfect fit to expand the solution offering towards our customers in different industrial segments" says NOVEXX Solutions Managing Director Manfred Borbe. "Together with NOVEXX Solutions, Eidos will continue to focus on creating sustainable added value not only for its existing customer base, but also for any new customer who chooses to work with us".

Besides the additional regional footprints coming with the transaction, Eidos also opens up new technological opportunities for an expanding line of state-of-the-art products – for example in the area of digital thermal transfer printing. "We are convinced that this strategic approach will strengthen the NOVEXX Solution Group as one of the key partners for optimizing labeling and identification processes in the industrial market."

The transaction comes only two years after NOVEXX Solutions has entered the market as an independent company and underlines the successful, future-oriented path it has taken since.

"As a group of companies that is successful worldwide, NOVEXX Solutions believes strongly in the potential of Eidos ", says Dietrich Barsch, CEO of the Business Unit Identification Solutions of the Possehl Group – which NOVEXX Solutions is also a part of. "The excellent market conditions and the expertise and technological offerings of Eidos made our decision to invest into this company an easy one. Especially because we firmly believe that the AUTO ID industry will hold a key role in the future development of many industries."

Eidos with its over 40 years of history is convinced that leaving the family owned era will open up new opportunities for investments and growth. The former owners are very pleased to hand over the company to a new, financially strong owner that will continue to develop the business with long-term success in mind.

Paolo Bori as the new Managing Director of Eidos S.p.A is happy to bring in his deep market knowledge and expertise of many years in the AUTO ID industry. "We are excited to write this new chapter in the Eidos story" says Bori who will be in charge of coordinating with NOVEXX Solutions.

#### **About Possehl**

The Possehl Group, operating worldwide under the leadership of Management-Holding L. Possehl & Co. mbH, is a diversified corporate group currently comprising eight decentrally organised business segments that are economically independent of each other. In addition to L. Possehl & Co. mbH, the Possehl Group comprises more than 160 subsidiaries in more than 30 different countries. In the financial year 2016, the Group generated revenues of 3.9 billion euros. Possehl currently employs around 12,000 people worldwide. For further information about Possehl please visit <http://www.possehl.de>.

#### **About NOVEXX Solutions GmbH**

NOVEXX Solutions stands for excellent products and individual integrated solutions when it comes to industrial labeling and identification. As a former business division of Avery Dennison, NOVEXX Solutions combines the 50 years of first-class know-how of a global player with the uncomplicated flexibility of a medium- sized company. The NOVEXX Solutions product and service portfolio comprises hard and software solutions, first-class consumables and a competent on-site service. NOVEXX Solutions is represented at eleven locations worldwide on three continents.

For further information about NOVEXX Solutions please visit <http://www.novexx.com>

#### **About Eidos S.p. A.**

Eidos is one of the leading companies in the design and manufacture of printers for labeling, marking and automatic coding of industrial products. For over 40 years the company benefits from a proprietary technology for the digital thermal transfer printing that prints variable data in real time.

For further information about Eidos please visit <http://www.eidos.eu>

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