

## Press release

# PAGO acquires the Romanian label manufacturer Gebacolor

Full integration of Gebacolor into the PAGO Group

Grabs/Iasi, 16 November 2009

**The PAGO Group, an international business specializing in the manufacture and marketing of labels and labelling technology, is acquiring Gebacolor, a former cooperation partner of PAGO and a leading producer of self-adhesive labels in Romania. With the acquisition of Gebacolor, the PAGO Group's position in Eastern Europe will be strengthened and its activities extended to include other national clients. In a second phase, the groundwork will be laid for cooperation with multinational clients in Eastern Europe. The Romanian label manufacturer will in future operate under the name of PAGO Labelling Srl.**

The acquisition of Gebacolor by the PAGO Group is designed to achieve a number of different objectives over a period of time. Gebacolor's strong position on the Romanian and neighbouring markets will be further enhanced by its integration into the PAGO Group. The demands of the regional markets and clients in respect of the product range and services will guide the future corporate strategy.

In a second phase, as an extension of the business activity, we will create the conditions necessary to enable multinational clients in Romania and elsewhere in Eastern Europe to be served effectively. Today, the PAGO Group is a leading supplier of decorative labels for international branded products in Western Europe and is now building up an important pillar of activity in Eastern Europe with the acquisition of Gebacolor.

In the area of labelling technology, components and complete systems to apply self-adhesive labels, the PAGO Group is already represented with its own branch establishment in Romania. PAGO Systeme de Etichetare SRL in Arad manufactures labelling machines and serves the national market. This business area will remain unchanged in future.

### About PAGO

The PAGO Group is a world leader in the supply of labels and labelling technology systems. PAGO handles all aspects of labelling: self-adhesive labels, Pagomedia multi-layer labels, sleeves and labelling machines and labelling software. Its business area comprises all branches of industry with the main focus on hair and bodycare, pharmaceuticals and chemicals, the beverage and food industry and logistics. With its headquarters in Switzerland, the PAGO Group employs over 1,100 persons and has production facilities, branch establishments and participations in Switzerland, Germany, Austria, France, England, Romania, Italy and Thailand. Close cooperation partnerships also exist in other countries of Europe and in Asia, Russia, North and South America.

### About Gebacolor

Gebacolor is a leading Romanian manufacturer of self-adhesive labels and sleeves and also supplies clients in other countries of Eastern Europe. Its business area covers all branches of industry with the emphasis on food and beverages and also on the hair and body care segment. Gebacolor, with headquarters in Iasi, employs some 60 persons and operates a branch establishment in Bucharest, together with several local sales offices in other Romanian cities.

### Further information

PAGO International AG  
Emanuel Schapper  
Head of Corporate Marketing  
Werdenstrasse 85  
Postfach 145  
CH-9472 Grabs  
Switzerland

Tel. +41 (0)81 772 36 26  
Fax +41 (0)81 772 32 26  
e-Mail [emanuel.schaepper@pago.com](mailto:emanuel.schaepper@pago.com)  
Web [www.pago.com](http://www.pago.com)

PAGO Labelling Srl  
Lucian Popa  
Calea Chisinaului nr. 29, corp C 12  
Cod 700177  
Iasi  
Romania

Tel. +40 232 244 000  
Fax +40 232 245 000  
e-Mail [lucian.popa@pago.ro](mailto:lucian.popa@pago.ro)  
Web [www.pago.ro](http://www.pago.ro)