

November 14, 2022

IMAP Ireland advises on sale of Label Craft to the Asteria Group

IMAP is pleased to announce that Key Capital – IMAP Ireland advised the shareholders of Label Craft on its sale to Asteria Group.

LabelCraft, based in Dublin, is a leading in-house manufacturer of labels, leaflets and cartons to over 100 blue chip customers across the Pharmaceutical, Healthcare, Medical Device, Veterinary and Cosmetics sectors in Ireland. The company shareholders have steadily grown business through the cross-selling of new offerings amongst existing customers, the introduction of specialist and niche labels, and the expansion of their customer base.

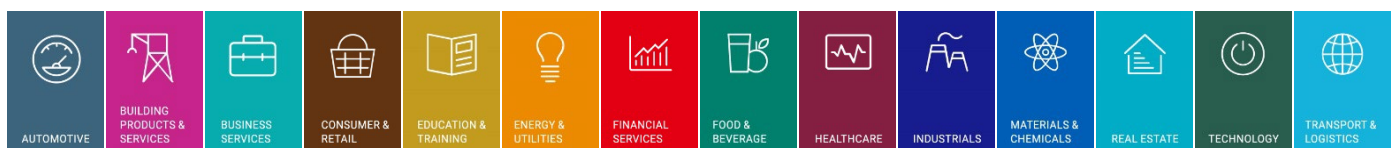
Asteria Group is a leading European manufacturer of label solutions, with operations in 10 countries and over 850 staff employed across the group. Since receiving investment from Waterland in 2019, a sector-agnostic private equity investment group based in Belgium, Asteria Group has completed over 20 transactions. The acquisition of Label Craft represents their first investment in Ireland, with the group being a strong strategic fit as buyers.

It is business as usual for LabelCraft, as the deal will see Denise Browne and Michael O’Flaherty continue in their current roles as Co-Managing Directors. With this investment, LabelCraft will have the support and resources to grow the business further while increasing market share in the Irish labelling market, particularly within the pharmaceutical sector.

The team from Key Capital – IMAP Ireland acted as sole advisor to Label Craft and handled all phases of the transaction. Details of the transaction are not disclosed.

Denise Browne, Managing Director of Label Craft commented, “We are delighted to announce our partnership with Asteria, a leader in the European packaging and label market. This will provide us with additional support and resources to continue to provide excellent service to our valued customers.”

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IMAP is an International Mergers and Acquisitions Partnership, with 450 M&A professionals and a presence in 41 countries. IMAP has closed over 2,200 transactions valued at \$120 billion in the last 10 years and is consistently ranked among the world’s top ten M&A advisors for mid-market transactions (Refinitiv). IMAP advises primarily mid-sized companies and their shareholders on sales and acquisitions globally, providing clients with entrepreneurial, unbiased advice and successfully helping them achieve their objectives.

BUSINESS SERVICES



Leading European manufacturer of label solutions
BELGIUM

Acquired 100% of Business Operations



Leading in-house manufacturer of
labels, leaflets and cartons
IRELAND



ADVISED ON SALE OF COMPANY



Richard Tunney
Director
IMAP Ireland
richard.tunney@imap.com



Niall Morris
Director
IMAP Ireland
niall.morris@imap.com



Jordan O’Connell
Analyst
IMAP Ireland
jordan.oconnell@imap.com