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## Accent Equity 2012 acquires Eurowrap in Denmark

The investment fund Accent Equity 2012 today announced its acquisition, together with company Management, of Eurowrap Group, from Maj Invest Equity. The group today comprises the parent company Winnie Papir A/S and Eurowrap Ltd. In connection with the new ownership, the parent company changes name from Winnie Papir to Eurowrap.

The group is one of Europe's leading suppliers of gift packaging including gift wrap, gift bags, gift tags, bows and ribbon and other related products. Eurowrap has one production facility in Denmark and trading operations with in-house designing capabilities based in the UK. Net sales in 2013 reached DKK 262 million (EUR 35 million).

Euowrap's products are primarily sold to a large number of leading European retailers, mainly in the UK, Germany, and the Nordic countries. Euowrap has a high penetration among high-growth discount retailers and the vast majority of the products are bespoke and customer-specific.

"The European market for gift packaging is stable and non-cyclical in nature," says Niklas Sloutski, CEO of Accent Equity Partners, advisor to Accent Equity 2012. "Euowrap's management has built a strong position in Europe, with a tremendous customer base and Accent Equity will provide the resources for Euowrap to pursue its expansion."

"We are looking forward to work with Accent Equity to serve our existing customers even better and also expand into new territories, both organically and by acquisitions," says Anders Ditlev Jørgensen, CEO of the company. "Accent Equity has a proven track-record since many years to build strong, international market leaders. We are proud to be able to attract such a strong financial sponsor as Accent Equity".

Euowrap is the fourth investment made by Accent Equity 2012. The fund opened for new investments during 2012 with a committed capital of SEK 3.8 billion (EUR 425 million).

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Founded in 1994, Accent was one of the buy-out investment pioneers in the Nordic region. Since then, Accent funds have invested in close to 70 companies, whereof some 50 have been realized. Accent Equity Partners AB has advised seven funds with total commitments of more than EUR 1 billion. Accent's ambition is to develop the portfolio companies to Nordic, European or Global players through sustainable improvements of their operations as well as their strategic positioning.

Headquartered in Stockholm, the investment advisor Accent Equity Partners AB has a staff of 15 employees with a broad range of industrial and financial experience. In addition, Accent's network includes a large number of industrial advisors.  
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