

Watermill – logistical labelling specialist acquired by German conglomerate

Translink assisted the shareholders of Watermill on its disposal to the Possehl Group

INDUSTRIALS



Basic info

March 2020

UK / Germany

Watermill
YOUR PRODUCT IDENTIFICATION PARTNER

was sold to

PMB

TL TRANSLINK
CORPORATE FINANCE
Advisor to the seller

Deal takeaways:

- The cross-border transaction completed to timetable and involved collaboration between Translink UK and Translink Germany in delivering successful outcomes for all parties involved

Transaction announcement

2020-03-13 (Bradford, United Kingdom)

Translink Corporate Finance announces that it has acted as lead advisor to the shareholders of The Water Mill Press Limited ("Watermill") on the disposal of a majority equity stake in the company to Nordvalls Etikett AB ("Nordvalls"), a Swedish based subsidiary of the German headquartered conglomerate, Possehl Group.

Watermill is a market leader in the development, production and use of logistical labelling, which is critical to the smooth operation of distribution centres and logistics.

Nordvalls, one of the largest label manufacturers in Sweden, produces high quality multi-coloured labels as well more specialist logistical, security and anti-theft labels.

Dale Deacon, Managing Director of Watermill commented, "We are pleased and excited about Watermill joining the Nordvalls labelling group. Being part of a larger European group of labelling companies will enable us to offer a wider range of products and services to our blue-chip UK-based customers going forward."

Nordvalls Managing Director, Patrik Jenemark, commented, "We understand that Watermill has a good reputation amongst its customers and that the company has a lot of in-house expertise and knowledge. We hope to be able to take part of that. With the addition of Watermill to our company we look forward to share and exchange knowledge and become even stronger in labels for identification"

Deal summary

- The transaction was announced on March 13, 2020.
- Acted as lead advisor to Watermill, a market leader in the development, production and use of logistical labelling.
- Acquired by Nordvalls, a subsidiary of Possehl Group, the transaction will result in the expansion of Possehl's Identification Solutions Business Unit to 8 Europe-wide labelling specialists.
- Translink assisted Watermill in presenting a compelling acquisition opportunity to targeted potential purchasers.
- A global sales process was conducted with Translink leveraging its international network of relationships to engage with many of the world's leading labelling specialists.
- Translink UK worked in cross-office collaboration with Translink Germany in delivering a successful outcome for the Watermill shareholders.
- Watermill Managing Director, Dale Deacon commented, "We are extremely grateful to Translink Corporate Finance for negotiating the transaction to such a successful conclusion. Their unwavering support and advice throughout was invaluable."