

## **AssiDomän to create UK joint venture for point of sale, display packaging**

Tuesday 1 June – AssiDomän and Fulda Holding Stabernack Jr Partner of Germany are to form a UK joint venture, Spectra Packaging Display Ltd.

The new company will bring together the established sales network and Warrington manufacturing site of AssiDomän and the creative marketing, design and fulfilment expertise of Fulda Holding.

Spectra Packaging Display will be based at Warrington.

The supervisory board of the new company will be led by Gustav Stabernack, managing partner of Fulda Holding Stabernack Jr Partner, and Ron Sorrell, the managing director of AssiDomän's UK corrugated packaging division.

All the 158 staff currently employed by AssiDomän in Warrington will retain their jobs with the new company.

AssiDomän and Fulda Holding will have equal ownership of Spectra Packaging Display.

"The short-term aim of Spectra Packaging Display is to become the UK's preferred supplier of corrugated display packaging and POS displays," says Ron Sorrell.

"AssiDomän will continue to serve its UK customers with regular corrugated packaging from its manufacturing sites at Stalybridge, Northampton, Yate [Bristol] and Abercarn. Valued-added display products and services will be offered by the new venture, which will operate autonomously."

Gustav Stabernack forecasts that "Spectra Packaging Display will be an exciting outlet for the knowledge and energy which has helped this group to become one of the leading display packaging companies in Germany and neighbouring markets."

He continues; "AssiDomän has the heritage of a successful manufacturing centre and a skilled workforce. We contribute a high level of understanding of successful POS promotion, based on work for demanding clients who require creative design solutions to support winning brands.

Notes to editors:

AssiDomän is one of Europe's leading forest products companies. Production is concentrated on packaging paper, packaging and sawn timber products. The Group is Europe's largest listed forest owner. Net sales in 1998 amounted to some £1.85 billion, the number of employees is 17,000, of which around 2,000 at manufacturing sites and sales offices in the UK. The corporate head office is in Stockholm.

AssiDomän is the third largest supplier of corrugated packaging in Europe, with 40 corrugating plants operating in 15 countries.

Fulda Holding Stabernack Jr Partner is one of the leading display packaging groups in Germany and neighbouring markets offering full service to its clients. It employs 1,200 at nine locations in Germany, Poland and Slovakia. Its 1998 sales were £85 million. The privately owned group has its headquarters in Fulda near Frankfurt.

AssiDomän AB  
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June 1, 1999

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