

New Manager for Business Unit Scandinavia

Morgan Bosson, 46 years old and currently working as Managing Director of the Swedish company Icopal Ltd, has been employed as Manager for the Scandinavian business unit at Bong Ljungdahl in Kristianstad. He holds a degree in Bachelor of Arts in business administrations and has several years of experience from business-to-business sales and marketing in companies such as SaintGobain Isover and Åkerlund & Rausing.

- I am convinced that Morgan with his strong focus on sales and marketing and experience from the European packaging industry will be a real reinforcement to our Scandinavian business unit and the group as a whole, says Anders Davidsson, CEO and President of the Bong Group.

Morgan Bosson will enter the position as Manager for the Scandinavian business unit in January 2005. He will also be a member of the Bong Leadership Team.

Kristianstad October 14th 2004

Anders Davidsson
CEO and President

Bong is one of Europe's leading envelope companies. The Group has an annual turnover of approximately SEK 1.9 billion, some 1,500 employees and an annual manufacturing capacity of around 14 billion envelopes in Sweden, Denmark, Norway, Finland, Poland, Germany, Belgium, Great Britain and Ireland.

Bong has a very strong market position, particularly in Northern Europe, and conducts sales and marketing in eleven European countries through its own sales organisations. The Group sees attractive opportunities for further expansion and development. Bong is a publicly listed company and its shares are quoted on the O list of the Stockholm Stock Exchange.

For additional information contact

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