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Press release

Bong strengthens presence on the Swedish market through acquisition of DM Qvert

Bong has acquired 50 % of the envelope company DM Qvert AB in Lerum outside Göteborg. Furthermore, Bong has an option to acquire an additional 35 % of the company within three years.

DM Qvert is a family-owned business that is specialised in printing and sales of custom DM envelopes. In addition, the company is expanding in distribution packaging for e-retail companies. Aside from operations in Lerum, DM Qvert has a sales office in Stockholm. The company was founded in 1985 and posted annual sales of around SEK 25 million in 2008.

“DM Qvert is an ideal complement to our own sales organisation and its printing operations outside Göteborg will enable us to give our Swedish customers even better service,” says Bong’s President and CEO Anders Davidsson. “This move is fully in line with our strategy to build up a network of efficient local printing units throughout Europe.”

The two brothers Fredrik and Henrik Wahlgren, which currently manage DM Qvert, will continue as CEO and Sales Director.

“By working more closely with Bong, we at DM Qvert will be able to maintain our current flexibility and agility at the same time that we will have access to the advantages of a major company, such as a wider product range and increased production capacity”, says DM Qvert’s CEO Fredrik Wahlgren.

The acquisition of DM Qvert is expected to make a positive contribution to Bong’s earnings starting in the fourth quarter of 2009.

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Bong is a leading European provider of specialised packaging and envelope products and offers solutions for distribution and packaging of information, advertising materials and lightweight goods. Two important growth areas in the Group are the new ProPac packaging concept and Russia. The Group has annual sales of approximately SEK 2 billion and some 1,200 employees in around 13 countries. Bong has a strong market position, particularly in Northern Europe, and the Group sees attractive opportunities for further expansion and development. Bong is a public limited company and its shares are quoted on the NASDAQ OMX Nordic Stock Exchange Stockholm (Small Cap).