



Kristianstad, September 18 2009
Press release

Bong strengthens UK market position through acquisition of Image Envelope

Bong has acquired a 50% stake in Image Envelopes with an option to increase stake holding over the next three years.

Image Envelopes are a specialist envelope manufacturer based in Milton Keynes with a specific focus on providing products to the Direct Mail market. The business was founded by Mark Jeffery and Giles Pedley in December 2006 and has quickly grown with 2008 revenues exceeding £2.7 Million.

Commenting on the acquisition, Anders Davidsson, President and CEO of Bong said:

“The acquisition is in line with Bong’s strategy to broaden our share of the direct mail market. This enhances our capabilities in the UK to offer a wide range of product solutions to our customers”

Mark and Giles will continue to lead the business in their respective roles of Managing Director, Sales and Managing Director, Operations.

Mark Jeffery said:

“This offers us enormous possibilities to enhance our customers offering. We can maintain our flexibility and speed of service while enjoying the benefits the larger group leverage and a wider range of products”

The acquisition will be effective on January 1, 2010 and is expected to make a positive contribution to group results during Q1.

For additional information, please contact Anders Davidsson, President and CEO of Bong Ljungdahl AB. Telephone (switchboard) +46 (0)44 20 70 00, (direct) +46 (0)44 20 70 80, (mobile) +46 (0)70 545 70 80.

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 12 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).