



**Press Release from Bong Ljungdahl AB (publ)
7 April 2004**

Bong and Hamelin form strategic alliance

Envelope manufacturer Bong Ljungdahl AB has formed an alliance with the French office supply chain Hamelin to serve major customers in the European market.

Following a series of acquisitions Bong Ljungdahl AB has attained a leading position in northern Europe, with substantial sales in the Nordic countries, England, Germany and Belgium.

Hamelin is a family-owned French company and one of the world's largest producers of office supplies such as note pads, folders and envelopes. Hamelin manufactures around 8 billion envelopes annually and has a strong position, particularly in France but also in Germany, England, Spain and Italy.

Bong and Hamelin together represent around 20 per cent of the European envelope market and are well matched geographically. The customers will gain a simpler and more cost-effective solution through optimisation of production, transports and service.

"We are seeing a clear trend towards consolidation in the European office supply trade, with increasingly large and international customers", says Bong Ljungdahl's CEO Anders Davidsson. "These fast-growing companies are now offered an envelope solution that combines European production and delivery capacity with local market expertise. Our alliance with Hamelin will make life easier for our customers at the same time that it enhances our competitiveness. Furthermore, we expect the total number of transports to decrease, which is advantageous from an environmental standpoint."

Kristianstad, 7 April 2004

Bong Ljungdahl AB

Anders Davidsson
President and CEO

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 15 billion envelopes at 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 Anders Davidsson, Managing Director and CEO of Bong Ljungdahl AB.

Telephone (switchboard) +46 44 20 70 00, (direct) +46 44 20 70 80, (mobile) +46 (0)70 545 70 80.
