

Telrol and Kolibri Labels become part of Optimum Group!

Press release

Alkmaar/Almere/'s-Heerenberg, June 24, 2020

Telrol Group, consisting of the specialists in self adhesive labels Telrol and Kolibri Labels, becomes part of Optimum Group. The addition of Telrol Group fits within the Optimum Group's growth strategy and enables Optimum Group to better serve its clients through increased capacity, a wider offering of self adhesive label and flexible packaging products, an increased international footprint and a further focus on service levels. The CEO of Telrol; Will Parker, and the CEO of Kolibri Labels; Markwin Buiting will remain in their current role and the Telrol Group will continue to be located in the fully equipped business premises in Almere and 's-Heerenberg.

The Telrol Group

The Telrol Group distinguishes itself in the market by its short delivery times and specialisation in volume manufacturing for the food and consumer, chemicals, cosmetics and logistics markets. All orders are produced on an industry leading fleet of flexo and digital printing presses. Telrol has expanded its footprint into Belgium, Germany and the United Kingdom over recent years. Kolibri's label offering is focused on specialist niche label solutions through its unique printing techniques.

Leading player in labels and flexible packaging solutions

For Optimum Group, the addition of the Telrol Group is strengthening its position as a leading player in the Benelux in labels and flexible packaging solutions, including printed and blank self-adhesive labels, tapes, shrink sleeves and flexible packaging. The Optimum Group currently consists of 10 member companies located in the Netherlands and Belgium, including Etiket Nederland, Vila Etiketten, Speciaaldruckerij Max. Aarts, W&R Etiketten, Belona, Megaflex, Telrol, Kolibri Labels, EPB and ASQ Labels. The member companies all have their own unique product / market combination, whereby future investments are aimed at realising further specialisation and positioning within the group.

Confidence in the future

"We are both convinced of the value that Telrol Group will bring to Optimum Group. Through further collaboration both companies will be able to even better serve our clients. The focus on volume label conversion and the successful expansion towards Belgium, Germany and the UK is also an optimal addition". In terms of culture, there is a great fit with the Optimum Group and the experience of Will Parker and Markwin Buiting will contribute to the our growth ambitions. We are confident about the future prospects of our combined group of companies.

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