

## **Press release** July 2021

### **KNOX gains a growth investor for promotional products specialist Geiger-Notes AG**

In the course of an upcoming generational transition Geiger-Notes AG has won the Hamburg family holding Schürfeld Group as a new majority shareholder.

Geiger-Notes is a leading manufacturer of paper promotional products. Founded by Jürgen Geiger in 1983, the company has developed into a hidden champion in the field of promotional products in the last decades due to a consistent focus on distribution through promotional product resellers, online printing companies and POS retailers. In doing so the Mainz-Kastel company has grown not only organically but has also acquired niche specialists and is now distinguished by its comprehensive range of organisation calendars, notebooks and sticky notes, but also includes greeting cards, beer mats and other paper promotional items in its product portfolio.

Due to a self-developed coating technology for sticky notes, through highly specialised finishing solutions but also by means of up-to-date, online-savvy IT, Geiger-Notes at its locations in Mainz-Kastel and Schwäbisch Hall is today in a position to produce promotional products in small and large print runs with an individual advertising print, depending on the product even to personalise from a print run of one, and offer them to B2B customers nationwide via a variety of different distribution channels.

### **Solution to the upcoming succession plan**

In the course of an upcoming succession plan KNOX has accompanied Geiger-Notes AG intensively in the last two years and on the one hand was able to recruit Sven Weiß and Jürgen Kaiser as successors for the two departing board members Marianne Marlow and Wolfgang Zeilmann through KNOX Recruiting (responsible Michael Dosch). On the other hand the KNOX M&A division (responsible Jens Freyler) succeeded in procuring the Schürfeld Gruppe as an investor who has taken over the majority shares in Geiger-Notes AG in the framework of the company succession. The Hamburg family holding brings extensive experience in the printing and packaging industry to the company and will actively further develop the company group in the next few years together with the company founder and director Jürgen Geiger.

“With Schürfeld we have found the ideal entrepreneurial partner for Geiger-Notes. The particular combination of investor and strategist makes all the difference: it ensures both continuity in our established business model and also the continued independence of Geiger-Notes”, confirmed Jürgen Geiger on completion of the company transaction.

## **About KNOX**

KNOX is a consulting firm with a focus on the packaging and printing industry. The KNOX team has been supporting companies in Germany, Europe and beyond for more than 10 years in managing strategic challenges, especially in the field of recruiting as well as in the extensive handling and the successful completion of M&A transactions. KNOX also supports investors in their search for potential investments/targets.

### **Contact:**

KNOX GmbH

Experts in M&A

Neuer Wall 71

20354 Hamburg

T +49 (0)40 18 05 64 18

<http://www.knox-experts.com>

[mail@knox-experts.com](mailto:mail@knox-experts.com)