

## **Press release** October 2022

### **msp druck und medien becomes part of the Schürfeld Group**

In the course of its growth strategy msp druck und medien GmbH, Mudersbach, has acquired the Hamburg family holding company Schürfeld Group as additional shareholder. The M&A process was conducted by KNOX.

The msp group is a leading supplier of top quality, highly individualised print, mailing and fulfilment solutions with production sites in Rheinland-Pfalz and Hessen. Under the leadership of Markus Stricker in second generation, the company group has been able to expand its radius of action far beyond Germany and well into Europe in recent years, convince young online traders as well as large international corporations of its efficiency and develop mailing campaigns for leading brands which combine web, online and print. Especially in the area of mailing, msp goes far beyond standardised transactional printing and produces individualised magazines, lottery tickets but also elaborately designed Welcome Packages for the launch of high-grade premium products.

“In the context of our growth, the exciting possibilities of digitisation and growing internationalisation, it was an important step for us to take on board a strong company group with sector experience”, explains Markus Stricker, who will continue to hold the reins of msp in the future as managing partner.

“msp underlines our focus on being a partner for personalised solutions, whether with print products from a print run of one, with the handling of individual fulfilment requirements or with large volume mailings which can be 100% individualised”, stresses Jan Oberbeck. “And we will take account of this strategy through investments in the growth of msp but also through further possible holdings and acquisitions”, adds Tim Fiedler, both managing directors of the Schürfeld Group.

The Schürfeld Group is a family-run investment holding for the paper, print and wood products industry, whose activities range from the paper and pulp trade through the manufacture of special papers and decorative surfaces to producing labels and promotional products. The holding companies of Schürfeld together generate a turnover of ca. 2bn euro in 2022. Through the recent acquisition mediated by KNOX msp has become the youngest member of the Schürfeld Group.

### **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 approx. 15 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.

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