



# Etiket Schiller becomes part of Optimum Group!

## Press release

Alkmaar, the Netherlands / Plüderhausen, Germany, 17th December 2021

**Etiket Schiller, specialist in the production of self-adhesive labels, becomes part of Optimum Group's German platform. The current management of Etiket Schiller will remain in place within the organization.**

The addition of Etiket Schiller fits well within the European growth ambitions of Optimum Group and will significantly expand the Optimum Group's presence in Germany. As part of the Optimum Group, Etiket Schiller will be able to better serve their customers through increased capacity, a wider range of self-adhesive labels & flexible packaging solutions and greater delivery reliability as part of an international printing group.

### Leading player in labels and flexible packaging solutions

For Optimum Group, the addition of Etiket Schiller expands its footprint in Germany and strengthens its position as a leading player in Northwestern Europe in the field of labels and flexible packaging solutions, in particular specialty labels but also including printed and blank self-adhesive labels, tapes, shrink sleeves, banding, multi-layer labels and flexible packaging. With the addition of Etiket Schiller, the Optimum Group now consists of 17 member companies located in the Netherlands, Belgium, Germany and Denmark.

### Confidence in the future

"Etiket Schiller has developed well in recent years in which we have achieved significant growth, based on a strong and dedicated team of employees and by investing in inhouse produced sustainable labeling solutions" said Gunther Schiller and Susanne Daiber, Managing Directors of Etiket Schiller.

"With the acquisition of Etiket Schiller, our German part of the group will be further strengthened by creative and technical capabilities that we did not already have. Etiket Schiller has a strong commercial and technical profile, and an impressive customer base. We look forward to working with the owners who are all continuing in their existing roles." says Optimum Group Germany Managing Director, Andre Proffitius.

Ruud Zantman, CEO of Optimum Group: "Following the acquisition of HT Labelprint and SC Etiketten, we are excited to take this further step in Germany and welcome Etiket Schiller to the group."



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**About Etiket Schiller**

Etiket Schiller is a leading label printer in Germany. The company is headquartered in Plüderhausen, Germany and has about 30 employees. For more information about Etiket Schiller, please see <https://etiket-schiller.de>

**About Optimum Group**

Optimum Group is the leading Northern European label printing group with operations in the Netherlands, Belgium, Denmark, and Germany with 17 member companies. The acquisition of Etiket Schiller is the eleventh successful acquisition by the Optimum Group since 2018. Optimum Group is backed by IK Partners, a European private equity advisory group with Nordic roots, operating across Northern Continental Europe. For more information about Optimum Group, please see <https://www.optimumgroup-printing.com>.