

UPM Raflatac accelerates its growth in Graphics by acquiring Metamark

(UPM Raflatac, Helsinki, 5 February 2025 at xx:xx EET) – UPM Raflatac has acquired Metamark, a UK-based company to further accelerate its growth in Graphics business. UPM Raflatac’s existing Graphics business complemented with Metamark will strengthen UPM Raflatac’s overall competitiveness, bring major synergies and make UPM Raflatac a significant player in the fast-growing, high value-added Graphics segment. The Enterprise Value of the transaction is GBP 146 million (approx. EUR 175 million).

Metamark, established in 1992 is a manufacturer and distributor of graphics solutions. Its product portfolio consists of high-quality self-adhesive colour films, print films for large format colour printing, laminates and wrapping films for various end-uses. The company employs approximately 185 people and has a manufacturing site in Lancaster, UK. The sales of the company is approximately GBP 65 million, and it has an EBITDA margin accretive to UPM Raflatac.

“We’ve made a strategic decision to pursue global growth in Graphics both organically and through mergers and acquisitions. This acquisition marks an important milestone in our transformation journey accelerating our growth, enabling us to grow our scale and become a complete product and service provider in this attractive business. The combination of Metamark’s broad product portfolio with our existing sales and distribution network allows us to grow also outside of Europe. We warmly welcome our new colleagues and look forward to working together to serve our customers with an even stronger product portfolio,” says **Tim Kirchen**, Executive Vice President, UPM Raflatac.

“In joining the UPM Raflatac Graphics business unit, Metamark is securing a growth-focused future for our highly regarded specialist materials. This acquisition reflects the value of our market-led innovation, respected product portfolio, and ambitious plans for market and geographical growth. UPM brings the benefits of scale, resources, and a global presence, which will accelerate our shared vision for the graphics and allied markets. Metamark is excited to be part of UPM Raflatac and looks forward to a bright and prosperous future together,” says Phil Wild, Chief Executive Officer of Metamark.

UPM Graphics is a new strategic self-adhesive business unit within UPM Raflatac. The business was established following the acquisition of AMC AG and its graphics business in 2022. In 2024, the company further expanded its graphics portfolio through the acquisition of Grafityp. The acquisition of Metamark will enable UPM Raflatac to scale up its graphics business giving it a significant weight in the company’s product portfolio. Typical graphics applications include indoor and outdoor advertising, signage and vehicle wrapping.

For further information please contact:

Juuli Räsänen, Vice President, Graphics and Industrial Business Unit, UPM Raflatac,
 Media contacts coordinated by UPM Media Relations, tel. +358 40 588 3284, media@upm.com
 Timo Kekki, Senior Vice President, Markets, UPM Raflatac,
 Media contacts coordinated by UPM Media Relations, tel. +358 40 588 3284, media@upm.com
 Phil Wild, CEO, Metamark tel. +44(0)7767291417
 Stephen Ormerod, CFO, Metamark, tel. +44 1524 387111

UPM, Media Relations

Mon-Fri 9:00-16:00 EEST
 tel. +358 40 588 3284
media@upm.com

UPM Raflatac

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