

# CASE STUDY

## WE GET THE DEAL DONE

PMB acquired Watermill

INDUSTRIALS



### THE DETAILS:

MARCH 2020

UNITED KINGDOM | GERMANY



acquired by



Translink assisted the shareholders of The Water Mill Press Limited on its sale to The Possehl Group

### KEY TAKEOUTS:

The cross-border transaction completed on time and involved collaboration between Translink UK and Translink Germany in delivering successful outcomes for all parties involved

### TRANSACTION ANNOUNCEMENT:

On the 13th of March 2020 Translink Corporate Finance announced that it had acted as lead advisor to the shareholders of The Water Mill Press Limited (“Watermill”) on the disposal of a majority equity stake in the company to Nordvalls Etikett AB (“Nordvalls”), a Swedish based subsidiary of the German headquartered conglomerate, Possehl Group.

Watermill is a market leader in the development, production, and use of logistical labelling, which is critical to the smooth operation of distribution centres and logistics. Nordvalls, one of the largest label manufacturers in Sweden, produces high quality multi-coloured labels as well as specialist logistical, security and anti-theft labels.

### SUMMARY:

- Translink acted as lead advisor to Watermill, a market leader in the development production, and use of logistical labelling.
- Acquired by Nordvalls, a subsidiary of Possehl Group, the transaction will result in the expansion of Possehl’s Identification Solutions Business Unit to 8 Europe-wide labelling specialists.
- Translink assisted Watermill in presenting a compelling acquisition opportunity to targeted potential purchasers.
- A global sales process was conducted with Translink leveraging its international network of relationships to engage with many of the world’s leading labelling specialists.
- Translink UK worked in cross-office collaboration with Translink Germany in delivering a successful outcome for the Watermill shareholders.

**“We are extremely grateful to Translink Corporate Finance for negotiating the transaction to such a successful conclusion. Their unwavering support and advice throughout was Invaluable.”**

**- Watermill Managing Director,  
Dale Deacon**