

25 November 2021

Packaging industry: Luther advises entrepreneurial family on sale to All4Labels Group

Leipzig – Luther Rechtsanwaltsgesellschaft advised the Harder family of entrepreneurs behind harder-online GmbH and pack-on GmbH on the sale of the two companies and the necessary cross-border pre-structuring of other group companies. The buyer is the All4Labels Global Packaging Group, one of the world's leading label and packaging companies.

The two printing and packaging companies known primarily under the brands Labelprint24 (harder-online GmbH) and Packaging Warehouse (pack-on GmbH) will become subsidiaries of the All4Labels Group. The previous shareholder Stefan Harder and his sons Nils Harder and Lasse Harder will work together with All4Labels as partners in the future.

The merger will give the subsidiaries the opportunity to present themselves on an international platform in the future, to expand their online business and to use commercial and technological synergies in the process. For the All4Labels Group, the merger with harder-online GmbH and pack-on GmbH is a further step in building a leading group of online, print and packaging service providers.

About Labelprint24

The online printing company Labelprint24 (harder-online GmbH), based in Zeithain (Saxony), is a leading German system provider of packaging solutions made of cardboard, film and paper, supplying product manufacturers and retailers. Labelprint24 offers state-of-the-art digital printing technology with a high degree of automation and intelligent distribution via the internet.

<https://www.labelprint24.com/>

About Packaging Warehouse

Packaging Warehouse (pack-on GmbH), based in Weingarten (Baden-Württemberg, Germany), is an innovative e-commerce company for individual packaging solutions that supports companies in the pharmaceutical, food and cosmetics industries with intelligent online configurators.

<https://www.packaging-warehouse.com/>

On behalf of the sellers:

Luther, Corporate/M&A: Denis Ullrich (Partner, Lead), Sascha Jaeger (Associate), Jan-Christian Schmid (Associate)

Luther, IT Law: Christian Kuß, LL.M. (Partner), Franziska Neugebauer (Associate)

Luther, Real Estate & Construction Law: Dr Thomas Gohrke (Partner), Patrick Gocht (Senior Associate), Tatjana Giutronich, LL.M.

(Senior Associate)

Luther, Employment Law: Daniel Zintl (Senior Associate)

Brief profile Luther Rechtsanwaltsgesellschaft mbH

Luther is a leading German commercial law firm that offers comprehensive legal and tax advice. The full-service law firm employs over 420 lawyers and tax advisors and is represented in ten German economic hubs as well as with ten of its own international offices in key investment locations and financial centres in Europe and Asia. Its clients include medium-sized enterprises and large corporations, as well as the public sector.

Luther works closely with other commercial law firms in all the prevailing jurisdictions. Luther is a founding member of unyer (www.unyer.com), a global organisation of leading professional services firms that cooperate exclusively with each other.

Luther Rechtsanwaltsgesellschaft mbH is a law firm with a business approach: our innovative awareness aspires us to provide our clients with customised legal advice that addresses individual needs and delivers the greatest possible economic benefit. All of Luther's lawyers and tax advisors have a solid understanding of interdisciplinary matters and a wealth of experience in collaborating on complex tasks. Luther was named "Law Firm of the Year 2019" by the German legal publisher JUVE. Further information is available at: www.luther-lawfirm.com

Press Contact Luther Rechtsanwaltsgesellschaft mbH

Caroline Scheller

caroline.scheller@luther-lawfirm.com

Telefon +49 40 18067 10251

Katja Hilbig

katja.hilbig@luther-lawfirm.com

Telefon +49 221 9937 25070