

10th November 2016

## **Graphic West and Blue Equity enter into a partnership**

**Blue Equity is acquiring a minority interest in Graphic West and entering into a partnership with its administrative director and majority owner Jesper Holm. Graphic West has its headquarters in Hørsholm and supplies IT-driven “Print-on-Demand” packaging solutions.**

Graphic West has more than 25 years’ experience within the packaging industry, and has in recent years built up a specific range of expertise focussed upon the pharmaceutical industry. In the coming years the packaging market faces a series of new developments, whereby individualisation, serialisation and smaller batch sizes, amongst other things, will place new demands on both customers and suppliers.

Graphic West supplies individualised Print-on-Demand packaging solutions and offers a 24-hour delivery timescale, no minimum order quantity and a 100% GMP (Good Manufacturing Practice) verification scan of every single item of packaging. This guarantees the customer a very high degree of flexibility, reduces complexity and enables the company to offer individualised solutions which meet future criteria.

In the words of Jesper Holm, administrative director of Graphic West, “We are facing a range of very exciting possibilities, and I see the new partnership with Blue Equity as a catalyst for us to focus on the goal of realising our hopes and ambitions as a company. We are seeking to accelerate development and gear up our commercial efforts both domestically and abroad. And this is why we need a strong partner.”

“Here at Blue Equity we are very proud that so much confidence has been shown in us as a company, and we very much look forward to working together with Jesper Holm and his team. We are very impressed with the innovative platform which Jesper has put together, which breaks with traditional models of how we think about production and supply of packaging to customers. The manner in which customers have flocked to the company has generated value, and the methods applied are integrated, automated and agile, all of which contributes to ensuring customers a great deal of flexibility and reduced total costs. We look forward to supporting the ongoing growth and development of the company,” says Nils Smith, partner at Blue Equity.

**For further information please contact:**

Graphic West, administrative director Jesper Holm – tel. +45 25 65 44 00

Blue Equity, partner Nils Smith – tel. +45 24 78 33 57