FOR IMMEDIATE RELEASE

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A-förpackning and Bröderna Ljungquist become aPak.

*A-förpackning AB, one of Sweden’s fastest growing and most comprehensive packaging companies is changing its name to aPak, a single brand that will encompass the company’s A-förpackning and Bröderna Ljungquist business units. The new brand is part of the company’s strategic growth plan and will expand the operations of the two previous units under a new brand and a new website.*

Gothenburg, Sweden, 23rd of May, 2014

A-förpackning AB, based in Mölndal, Sweden, has today announced the merger of its two business units, A-förpackning and Bröderna Ljungquist into a single entity, aPak AB. The company will continue to operate under the same Swedish corporate registration number (556025-0846) and the merger involves no organizational or structural changes to the company.

“Much discussion has gone into this change,” explains Åke Lindgren, CEO of aPak (A-förpackning). “We have experienced much crossover between the two business areas, and this has only increased in recent years. We believe this merger will make our offering more clear and make all of our products and services more accessible to all clients, large and small. Our new organization gives all our customers, large and small, domestic and international, access to our entire range of standard packaging solutions and products and our industry leading customized solutions as well as full access to our web shop.”

APak will provide a wide range of packaging and logistics products and solutions - from off-the-shelf service and materials to industry-leading customized solutions to an equally wide range of customers, including Volvo Group, SKF, and many others. “In other words,” continues Lindgren, “aPak will do what we have always done, just with one name instead of two, and on a more expansive scale.”

The launch of the new aPak also includes the launch of a completely revised graphic profile and branding expression as well as a new website, covering both business areas and the company’s web shop.

“At aPak,” says Lindgren, “we combine all the benefits and stability of a traditional, family run business with a deep understanding of modern, global packaging requirements and needs. We believe that the new name and brand expression is a logical evolution of our previous name and profile and will put a very visible new face on our strategy to grow both locally and internationally.”

“We have long advocated a comprehensive and cohesive approach to logistics and packaging solutions. This business approach has worked very well over the years, helping customers grow and prosper. Now our internal organization and branding will reflect the same philosophy.”

*About APak*

*APak is a family owned packaging and logistics company headquartered just outside of Gothenburg, Sweden. APak produces and works with a wide range of packaging solutions and materials, serving customers throughout Europe, North America, and China. The company’s customers are comprised primarily of successful Swedish companies, active both within Sweden and on a global level.*