

Press release - for immediate publication

Launch of API Transfer Technologies

Waalwijk, 17. September 2024 – In an ever-changing world, one thing remains constant: the pursuit of excellence. Today marks the official launch of API Transfer Technologies, a new company born from the union of respected brands with a rich heritage. This new company positions itself as a leader in innovation, reliability and customer-centred solutions.

API Transfer Technologies was formed following the acquisition of all companies and brands of United Foils Europe BV (*United Transfer Technologies, United Foils, Packvision, Starfoil, Newfoil Machines*) by API Foil-makers, An Aldus Company. This acquisition, which was officially announced in May this year, represents a significant step towards creating a stronger, more diverse organisation that builds on the strengths of its predecessors.

"Today marks the beginning of an exciting new chapter in our journey." said Kenny Gilmour, Managing Director of API Transfer Technologies. "With the formation of API Transfer Technologies, some of the most respected brands in the industry are now united under one roof. This integration will allow us to leverage our combined expertise, drive innovation and improve the quality of service to customers around the world."

Kenny Gilmour continues: *"Our mission is clear: to build on the heritage of the brands we represent while setting new standards in quality, sustainability and customer service. The company's extensive global distribution network with local warehousing and converting facilities, as well as its European manufacturing facility with decades of experience in the production of high-quality transfer products, enables a wider range of products and services, shorter lead times and an unwavering commitment to quality."*

Gilmour also emphasised that sustainability is at the heart of the company's strategy. *"Going forward, we will continue to invest in responsibly sourced materials and sustainable processes to not only meet but exceed industry standards. Customers are increasingly looking for partners who share their values and commitment to a better future, and we are in a position to be that partner."*

"What really sets us apart is not just our products, but the relationships we build with our customers," adds Florence Bowman, Product Marketing Manager at API Transfer Technologies. "We're here to support our customers every step of the way, from product development to technical support, and make sure they have everything they need to succeed. Our goal is to be more than just a supplier – we want to be a trusted partner in their journey."

Darren-John Aquilina, Head of Marketing & eCommerce at Aldus, adds: *"We have spent the past few months following the acquisition working hard to adapt and completely realign the new API Transfer Technologies to customer needs in all areas. Together, we are building a future in which innovation, quality and sustainability go hand in hand. We look forward to embarking on this journey with our customers and achieving great things together."*

In addition to a completely new corporate design, which is aimed at representing the merger of all the companies involved and visually conveying the consistent modernisation of the newly formed company, the management team has also already redefined its mission statement:

Tradition and Innovation

API Transfer Technologies offers a diverse product range that spans multiple categories and uses the strength of its combined history and expertise to push boundaries and set new standards. Each product reflects decades of knowledge and innovation, positioning its brands as leaders in their respective fields.

Global Reach, Local Service

The company's extensive distribution network spans the globe, with strategic hubs in the UK, D/A/CH (Germany, Austria and Switzerland), Benelux, Italy, Spain, Poland and France, as well as Australia and New Zealand. These hubs not only facilitate product availability, but also act as a vital link to customers, providing market-specific services and ensuring consistent support.

Excellence in Manufacturing and Partnerships

At the heart of the business are manufacturing facilities in the UK, where specialist products are produced with precision and care. In addition, as one of the largest independent distributors of transfer products from selected global manufacturing partners, API Transfer Technologies maintains market-leading production and processing systems that ensure continuity and security of supply worldwide. The company's commitment to flexibility and independence makes it a reliable partner even in the most challenging times.

Sustainability and Continuous Improvement

API Transfer Technologies is committed to creating a sustainable future and uses thinner micron PET and other environmentally friendly materials for its products. The focus on Corporate Social Responsibility (CSR) drives continuous improvement of processes and ensures that the company not only meets but exceeds environmental standards. This will continue to be supported by increased participation in industry initiatives and rating systems such as Ecovadis and UN Global, as well as the consistent expansion of quality and environmental management systems at all locations.

Uncompromising Service that is Eye-Catching

API Transfer Technologies is characterised by its unwavering commitment to exceptional service. The company offers application development, product training and technical support for all product groups, ensuring that customers not only buy a product, but gain a partner. The hub operating model guarantees stock availability, optimised delivery times and seamless customer communication.

The Future Together

API Transfer Technologies will continue to support its customers through local offices and offer them access to a wider range of products than ever before. The company is committed to partnering for success by providing outstanding service, innovative products and a reliable supply chain.

United, the organisation strives for a tomorrow where quality, sustainability and customer satisfaction are paramount. This is the legacy of API Transfer Technologies - united and strong, ready for the future.

The company has also decided to strategically expand its management team and has already been able to fill the first key positions.

Peter van Riel has been appointed as the new **Commercial Director Europe** for **API Transfer Technologies** with effect from 2 September 2024, combined with the role of **General Manager for the Waalwijk facility** in the near future. Peter brings over 20 years of management experience in the printing and packaging industry, including as European Commercial Director at Domino Printing Sciences and General Manager of Domino Benelux. He will lead the strategic business development for the entire group from the headquarters in Waalwijk, the Netherlands.

In addition, **Danny Goldie** took over the position of **Operations Director** based in Livingston on 19 August. Danny is well known in the industry, not least through his work at SCA Packaging and SAICA. He has 30

years of experience in the printing and packaging industry, which will be invaluable to API Transfer Technologies in driving continuous quality improvement.

Kenny Gilmour commented: *"We are delighted to have found two top managers for these key positions in Peter van Riel and Danny Goldie. Peter is known for his strategic and straightforward leadership style and is ideally positioned to help us achieve our business goals efficiently. Danny has an excellent reputation for his uncompromising commitment to quality and his focussed and human leadership. We warmly welcome Peter and Danny to our team and look forward to a successful collaboration."*

The company emphasises that the merger will have no negative impact on existing customer and supplier relationships, that contracts will be continued and that the product and service offering, and availability will remain unchanged. For further information, the usual contacts in the companies will be happy to help.

The management team is currently preparing the official roll-out of the new API Transfer Technologies and will keep its customers regularly informed about the next steps.

Further information: www.unitedtransfer.com, www.apifoilmakers.com

– ENDS –

Contact:

Kenny Gilmour, kenny.gilmour@apifoilmakers.com

Press image:



Caption:

The new logo and corporate design of **API Transfer Technologies** - A successful symbiosis and modernisation of the two basic logos of API Foilmakers and United Transfer Technologies.

About Aldus

Headquartered in Sydney, Australia, Aldus is a fast-growing company providing leading products and services to the global graphics, packaging and manufacturing industries. The Aldus Group is committed to delivering value to its customers worldwide through its businesses API Foilmakers, Paragon Inks, Tronics, Aldus Graphics, Aldus Engineering and Milford Astor.

About API Foilmakers

API Foilmakers is a pioneer in the field of transfer technologies with leading products in hot stamping foils, cold foils, digital, pigment and speciality foils. Making a lasting impression since 1783, the company develops and manufactures foils in the UK and offers products and services to customers worldwide through its extensive distribution network.

About United Foils Europe

United Foils Europe is recognised in the graphic arts industry as one of the leading suppliers of high-quality transfer products for hot stamping, cold transfer printing, digital printing and narrow web printing. With its business units United Transfer Technologies, Packvision, United Foils, Starfoil Technology and Newfoil Machines, the company offers its customers outstanding service from its first-class location in Waalwijk, the Netherlands.