



Press release

## **IMPRIMA STRENGTHENS ITS OPERATIONS IN THE USA, ACQUIRING CITY PRINTS AND PREMIER FABRICS**

**The acquisition is the fifth strategic deal finalized by Imprima Spa , holding controlled by the Italian private equity fund Wisequity IV**

Milan, 13<sup>th</sup> February 2017 - **IMPRIMA S.p.A.**, the holding company of the multinational group dedicated to textile printing and finishing, **announces the acquisition of City Prints** and the twin company **Premier Fabrics**, both American companies specialised in printed textiles.

Imprima, controlled by Wise SGR through the Italian private equity fund Wisequity, now strengthens its strategic positioning, consolidating its global presence as a leading player in the field of printing and textile finishing for international retailers and fashion brands.

City Prints and Premier Fabrics, founded in 1997 and headquartered in New York and Los Angeles, are specialized in textile printing for the programmed collection market. The companies supply printed fabrics, based on proprietary design, to major American retailers such as Walmart, Target and Macy's, to fashion brands such as Ralph Lauren, Calvin Klein and Tommy Hilfiger, and to online retailers such as Amazon. The companies serve retailers and brands through leading private label intermediaries, currently sourcing prints and garments mainly from China.

As in the case of the previous acquisitions, **the brothers Jason and Ryan Borg, co-founders of City Prints and Premier Fabrics, will maintain a leadership role in the management of the companies and become shareholders of IMPRIMA.**

*"Our entry into the IMPRIMA group is an excellent opportunity to consolidate and increase our commercial positioning in the market, through the introduction of **IMPRIMA Group's brands in the US market** and the opening of a digital production facility within the US territory, relying on the technology know-how in digital printing and the financial support that IMPRIMA provides", said **Jason and Ryan Borg** co-owners of City Prints and Premier Fabrics, which currently show a consolidated turnover of **over 23 million dollars**.*

*"With this acquisition, IMPRIMA deals with the US market with **the goal of becoming the first textile converter with full digital printing capability in this local market**. The current deep crisis of American apparel retailers is pushing the industry to reshape its current supply chain strategy, mainly based on sourcing from Far East, towards a European-like fast fashion model. **IMPRIMA, through City Prints and Premier Fabrics, will allow local retailers to leverage the "Made in USA" banner to deliver a great creative experience through a local, reliable partner.**", said President **Valentina Franceschini**, and Executive V.P. **Gianluca Boni**.*

This acquisition of the US companies follows the recent acquisition of the Italian print converters **SET, Guarisco** and **B-Blossom** and of the German print converter **KBC**.



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### **IMPRIMA**

*IMPRIMA S.p.a. is the holding company of a multinational group dedicated entirely to textile printing and finishing. The Group is today the European leader in the textile printing and finishing industry.*

*The company is financed by a pool of financial investors led by the Italian private equity fund Wisequity IV managed by Wise SGR, a company that has already supported the development of other successful companies in the textile supply chain.*

*IMPRIMA's management is led by Valentina Franceschini, President, and Gianluca Boni, Executive Vice President.*

*IMPRIMA aims to establish itself as the preferred partner of brands and retailers in the fashion world, offering them textile printing and finishing services on an industrial level through the creative heritage of its acquired brands, clean and smart manufacturing, proximity to markets, quality excellence and sustainability. This development of the business model focuses on the concept of sustainability, understood as financial, industrial, social and environmental sustainability.*

*In 2018 the first fully-digital industrial platform will be opened in the Como district, that IMPRIMA intends to subsequently replicate in other locations.*

### **Wise SGR**

*Wise SGR SpA ([www.wisesgr.it](http://www.wisesgr.it)) specializes in the management of Private Equity closed-end funds, investing in small and medium-sized companies, with a special focus on Italy. The funds managed by Wise are typically involved in leverage buy-out and capital increase transactions, dedicated to companies that are leaders in their niche markets. The two major objectives are to lead "build-up" transactions, in order to enhance competitiveness and profitability, and to push the international development. Wise, controlled by the management team, has currently two funds under management: Wisequity III, with a commitment exceeding 180 M€, has four remaining companies in the portfolio: Alpitour, Colcom Group, NTC Controls, having already realized the investments held in Eidos Media, Kiian, Biolchim, Primat and Wisequity IV which closed the fund raising in March 2016 reaching its cap at 215 M€ and has already invested in five companies: Corob, Imprima, Tapi, Tatuus Racing and Aleph.*

### **FOR FURTHER INFORMATION:**

#### **Press Office - Wise SGR**

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