

Marabu: Company Group is Expanding

The printing ink manufacturer headquartered near Stuttgart, Germany, is strengthening its international presence

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Marabu Group has acquired ICON Inks, increasing its international footprint. The move will extend Marabu's product portfolio and further strengthen customer service and centricity.

"We have high hopes for this acquisition," states Jon Bultemeyer, Executive Vice President, Business Unit Screen and Pad Printing Inks. "We are always looking to identify segments with strong future prospects. Until recently, our focus had consciously not included textiles. But the market environment is very dynamic, and it is important that our business is broadly based. Textile printing remains one of the largest global screen printing segments. ICON Inks is a leading brand, and this acquisition gives us access to new markets and new skills. ICON Inks has a high profile in Asia and is a valuable addition to our existing Marabu ink offering. By expanding our product portfolio, we are now able to offer screen printing inks for textiles, in addition to our pad printing solutions."

Marabu broadens its range of applications

The purchase of ICON Inks allows Marabu to expand its addressable segments to include textile printing. In 2020, Marabu launched its pioneering Maqua® Pad MAP ink. This premium-quality solution



is the world's first water-based pad printing ink. ICON Inks products are an ideal addition to the existing portfolio, and will help Marabu extend its focus on water-based products and expand its textile printing footprint. As Jon Bultemeyer emphasises: "Textile printing is an exciting field for us. Inks vary by type, depending on the use case. They can be based on water, solvent, plastisol or silicone." Current ICON Inks products are employed by many leading manufacturers, predominantly in Asia. Marabu will initially continue to offer the existing portfolio unchanged, so ICON Inks customers can

be sure of consistently reliable quality. However, Marabu plans to take the product offering global and to extend its scope.

Enhanced customer service with local production and multiple sites

The integration of ICON Inks into the group will enable Marabu Shanghai to extend and improve its services in Asian markets. Ink formulations tailored to regional customer requirements and the use of local raw materials in production enhances business agility. Local manufacturing and logistics will ensure greater customer centricity and make a key contribution to lower greenhouse gas emissions.



The acquisition of ICON Inks strengthens Marabu's Asian presence. To ensure high-quality local customer service and support, staff will be distributed across three sites. Eastern China will be advised and assisted from the regional headquarters in Shanghai, and South China from Shenzhen. Moreover, the ink manufacturer has a third site in Hong Kong. All three report to Alexandra Taulin, General Manager of Marabu Shanghai.

Marabu GmbH & Co. KG



Marabu is a leading global manufacturer of liquid coatings and screen, digital as well as pad printing inks with headquarters near Stuttgart, Germany. Marabu's track record of innovation stretches back to 1859, featuring many industry-first solutions for both industrial applications and graphic design. With its 16 subsidiaries and exclusive distribution partners, Marabu offers high-quality products and customer-specific services in more than 90 countries. Exceptional technical support, hands-on customer training, and environmental protection are core elements of its corporate philosophy. Sustainable business practices are also key to Marabu's vision. These have been implemented through a number of initiatives, with concrete results. Marabu will continue to pursue these activities with commitment in the future and is certified according to ISO 9001 and ISO 14001.