

**Sector**  
Packaging

**Location**  
Suffolk

**Deal**  
Trade  
Disposal



JDC Corporate Finance



## Saxon Packaging on JDC

*"Very quickly it became apparent that JDC do not work in the same way as brokers or other accountancy firms and they fully merited their claim of acting as lead advisers, being extremely 'hands on' through every stage of the process and pivotal in making the deal happen. Myself and the team were very impressed by Dave and Adam's enthusiasm, commitment and professionalism to ensure that all of our objectives were met, delivering a high quality service and achieving a deal with a strategic purchaser that ticked all of the boxes. To any business owner thinking of selling their company, I would highly recommend they contact JDC in the first instance!"*

**Paul King, Managing Director of  
Saxon Packaging Limited**

## Trade Sale of Saxon Packaging



### The business

Leading independent provider of design services and manufacturing for corrugated products, cardboard packaging and boxes.

Recognised reputation UK wide for its manufacturing quality and services, evidenced by high levels of customer satisfaction, long term relationships, quick turnaround times and repeat orders.

Operating from premises located on the Norfolk/Suffolk border.

### The deal

Sale of 100% of the shares to Smurfit Kappa, listed on the London Stock Exchange and a constituent of the FTSE 250 Index.

Smurfit Kappa are Europe's leading corrugated packaging company and one of the leading paper-based packaging companies in the world.

Day one cash consideration, with commitment from the purchaser to the current operation and future growth of the business.

### JDC value add

Created a suite of marketing documents that incorporated detailed growth strategies alongside synergy savings to enhance perception of value.

Identification of and dialogue with a number of potential purchasers based in Europe, USA and Asia to drive a full competitive process.

Acted as lead advisers through every stage of the process to the company and shareholders, managing timescales to ensure that all deliverables were met.



Raising the bar

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