

## Sareq acquires Mark Bric

**Mark Bric is Sareq's fifteenth acquisition overall and its fourth in 2024. Following the acquisition, Sareq's portfolio companies surpass 1.2 billion SEK in revenues with an EBIT margin exceeding 10%.**

In line with its strategy to invest in market-leading Nordic niche companies Sareq has acquired 100% of the shares in Mark Bric AB from MB Intressenter AB.

Mark Bric manufactures and sells plastic accessories and labels to the global apparel retail market to contribute to a better shopping experience for the consumer and to facilitate the work of store personnel. The company was founded in 1971 by Gert Johansson and is most known for its size markers that are attached to hangers which account for almost 75% of revenues where the U.S. is by far the largest market.

The company has a complete value chain with its own production machinery and 27 employees that are based at the company headquarter in Stenkullen outside Gothenburg and in Richmond, Virginia (USA). Under the leadership of Krister Svantesson the company has experienced a solid development, invested in its plants and is expected to achieve approx. 70 million SEK in 2024 revenues with good profitability.

"After having been at the helm for more than ten years I look forward to welcoming Sareq as a majority owner so that we together can take the next steps in the company's development and capitalize on several of the growth opportunities that exist in the U.S. and the rest of the world. During the sale process I have obtained a very positive impression of the team at Sareq and their plans for Mark Bric."

- Krister Svantesson, CEO Mark Bric

"Mark Bric is an extraordinarily well run and successful company and a market leader in a niche that is below the radar to most of us. We see a great opportunity to take Mark Bric to the next level together with Krister and the rest of his team based on the company's efficient manufacturing process and rock-solid reputation in the marketplace when it comes to customer service. In addition, it is a tremendous pleasure to be able to welcome the first portfolio company from the Swedish West Coast to the Sareq family."

- Joachim Palmé, CEO Sareq

### Contacts

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### About Us

Sareq is a privately owned investment company founded in 2018 with a strong entrepreneurial spirit and a passion for further developing already successful businesses. We work closely in partnership with the management teams of the companies we invest in, offering a long-term ownership perspective and contributing strategic and operational expertise including business development, project management, and change management. We actively seek new investment opportunities, primarily focusing on the Nordic market and market-leading, profitable, entrepreneur-owned niche companies with revenues ranging from 50 to 300 million SEK.

### Image Attachments

[Galgpluppbild](#)