



# Deal Announcement

**KPMG Corporate Finance advised on the sale of a subsidiary of a leading print solutions company.**



## Transaction Summary

KPMG Corporate Finance advised on the sale of communisis colour cards, a subsidiary of communisis plc, to Colwell Industries, Inc.

**communisis plc**

**communisis plc**



**KPMG Corporate Finance**

acted as financial advisor to communisis plc on the sale of communisis colour cards to Colwell Industries, Inc.

\$21 million

March 2004

## The Company

Based in the U.K., communisis plc is a multinational group of companies focused on providing print solutions. Its subsidiary, communisis colour cards, is involved in the manufacture and sale of color representation products to leading global manufacturers of decorative and automotive paints and coatings, and cosmetic products.

*"The KPMG Corporate Finance team was extremely pro-active throughout this complex multi-national deal...their ability to manage relationships as the intermediary contributed to the success of this transaction."*

**Aidan Hughes, Finance Director**  
communisis plc

## The Situation

communisis colour cards consisted of five subsidiaries, each located in a different country, which were owned by communisis plc. The business was part of communisis' Colour Solutions division which was no longer viewed as a core service offering. KPMG Corporate Finance was engaged to advise communisis on the sale of the entire colour cards business.

## The Solution

KPMG conducted a competitive sale process to identify the optimal buyer that would enable the Company to exit the business. KPMG developed significant interest through a controlled auction, coordinated management meetings and due diligence across the various countries, and assisted the Company in successfully negotiating a stock transaction with one of its U.S. competitors, Colwell Industries, Inc. KPMG's extensive experience with cross-border transactions, including financing alternatives, and its global resources were fundamental to its ability to deliver superior financial advice.

## Trust KPMG Corporate Finance with Your Next Transaction

As a leading middle market M&A adviser globally, KPMG Corporate Finance's global practice has the experience and service offering to meet clients' investment banking and strategic advisory needs. With 1,500 professionals operating in 51 countries, we have the global reach and industry knowledge to advise clients on mergers and acquisitions, sales and divestitures, buyouts, financings, restructurings, fairness opinions, and other strategic initiatives. In addition, we remain independent of financing sources, helping to ensure that our efforts are objective and aligned with the goals of our clients.

## Deal Contacts

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**We welcome the opportunity to meet with you, learn more about your company's objectives, and discuss our people and capabilities.**

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