International Post Corporation

Arcis to acquire PostNL subsidiary Spotta

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Arcis BV and PostNL today announced they have signed a sale and purchase agreement for the acquisition of PostNL Spotta by Arcis, a consortium of three companies highly experienced in printing. The transaction, for which no financial details have been disclosed, is expected to be completed by the end of February 2020.

Greater focus in operations

Stijn de Jong, Managing Director at Em. de Jong, commented: "Spotta's activities are an excellent match with Arcis's vision and growth ambitions. Advertisers still experience the power of leaflets in their customer communications. As part of Arcis, Spotta will be able to further develop in the market for leaflet packs. Conversely, this acquisition will help Arcis innovate its offering to customers and make the customer value chain more efficient. We've taken this step after an extensive exploration of alternatives and talks in the market."

Strong tie-up

PostNL considers Arcis a financially sound player for Spotta to work with on sustainable leaflet distribution. Resi Becker, Mail NL Director at PostNL, said: "This sale allows PostNL to enhance focus on its activities and to further develop into the logistics provider for post and e-commerce. Spotta will benefit from the sale by being able to flesh out its strategy with the necessary investments. Its sale to Arcis helps to create a strong tie-up in the market for leaflets, opening up a new outlook on the future for Spotta's people."

Independent business

The sale involves a share transaction, with Arcis buying all the shares in Spotta. Spotta will transfer from PostNL to Arcis as an independent business and the Spotta brand will continue to exist.

Spotta: leads the market for leaflet packs

Over the past 60 years, Spotta has grown from a small distribution firm to market leader for leaflet distribution in the Netherlands. Employing 20,000 people, Spotta delivers 5.2 million leaflet packs every week. Its clients value Spotta for its dense delivery network, national coverage and high quality of delivery. Boasting a large product offering of print and online solutions, Spotta brings 'great deals and inspiration within reach of all consumers'.

Arcis: consortium makes strong player in leaflet market

A consortium of Beheermaatschappij Em. de Jong, Print Nerds (Print.com) and Shatho Beheer, Arcis boasts a strong combined track record in the world of print and a great deal of expertise in the leaflet market. With over 1,200 employees, Em. de Jong is a family-owned firm based in the Dutch town of Baarle-Nassau and one of the biggest companies in retail print, offering print solutions to clients for over 100 years. Em. de Jong has been printing leaflets for Spotta clients for years. Print Nerds is owned by Marco Aarnink, founder and owner of Print.com, an online print label now operating in the Netherlands, Belgium and France. Family firm Shatho Beheer invests in innovative company formats and companies active in the communications sector.

Source: PostNL

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