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Brand ID Oy acquires Mainostarra Oy

Brand ID, which operates in Pori and Tampere, has acquired the business of Mainostarra Oy, based in Helsinki. Mainostarra, which operates in Roihupelto, Helsinki, was founded in 1978 and has a long history as the manufacturer of industrial marking solutions in Finland. The founder and owner of Mainostarra, Christian Thome, wanted to find a suitable candidate to take over the business and enable the development and continuity of the company's operations. "Brand ID is the best possible party to successfully continue the story of Mainostarra," Christian Thome says.

Mainostarra operates in its own business premises where it manufactures decals, front panels and shields, surface foils and other marking products in a team of 10 people. The business will continue to operate in Helsinki and all of its employees are transferred onto Brand ID's payroll as old employees.

Mainostarra has important customer relationships and special expertise. They will be utilised in Brand ID's expanding product selection to all its clients.

Brand ID is the largest manufacturer of visual marking products in the fields of industry and retail in the Nordic countries. Brand ID is growing in the segments chosen in its strategy and Mainostarra further cements the company's position as a market leader.

www.mainostarra.fi

www.brandid.fi

In Helsinki, on the 28th February, 2017

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Mainostarra Oy