

## **Press release** June 2023

### **KNOX arranges the investment of Schürfeld Group in the Berlin tech company Wunderpen**

The Hamburg Schürfeld Group is investing through its affiliated company MCG in the B2B-MarTech-company Wunderpen, Berlin, which is specialised in high-performance, handwritten customer communication.

The technology which has been developed by Wunderpen since 2015 making it possible to send highly personalised, handwritten cards and letters in up to seven-digit print runs, is a unique service on the European market. So Wunderpen occupies a niche position in the high-performance CRM and MarTech sector.

A perfect match with the new investor MCG (Mass Customisation Group), a holding company which bundles various participations in enterprises in the field of paper, print and promotional products, with the aim of growing organically and inorganically.

Wunderpen is already the third company to join the MCG family after Geiger-Notes AG and msp druck und medien GmbH.

Wunderpen founder Peter Lecour, who will become a co-shareholder of the new group and will also manage the company in the future, points out: "Since 2021 we have been on the lookout for a suitable partner to further develop our technology more quickly and also help us to expand internationally. With the Schürfeld Group we have found the right partner. In conjunction with the other companies in the group, Wunderpen can now extend its own product portfolio and offer the whole spectrum of solutions in the field of mass customisation."

"Wunderpen fits ideally in the world of high-quality customer communication, which has to cater more and more personally to the various needs of increasingly fragmented target groups", emphasises Cornel von Geyr, managing director of MCG. "We see the present step of the Wunderpen owners as a clear commitment to our DNA, being able to achieve more together than each firm on its own."

MCG is not only participating in Wunderpen but is also providing the company with the necessary financial means through a seven-figure capital increase. The new partners will invest this in an even stronger scalability of the processes, in upgrading the machine park, in 2<sup>nd</sup> generation handwriting robots and also in sales and distribution.

KNOX initiated the talks between MCG and Wunderpen and the Schürfeld Group and accompanied the whole M&A process.

#### About Wunderpen:

Wunderpen GmbH was founded in Berlin in 2016 and currently employs a staff of 35. Their customers include renowned companies in the fashion and cosmetics industry, eCommerce players, furniture dealers, banks and the car industry. Wunderpen has already sent several million handwritten letters on the customers' behalf.

#### About the Mass Customisation Group (MCG):

The MCG based in Hamburg is part of the Schürfeld Group. It was founded in 2022 and bundles the activities in the fields of sustainable, high quality print products, direct mailings and fulfilment. In addition to Wunderpen, Geiger-Notes AG, Mainz-Kastel, and msp druck und medien GmbH, Mudersbach already belong to the group. The external turnover of the MCG currently amounts to over € 50m.

#### **About KNOX**

KNOX is a business and personnel consultancy firm whose commitment lies in the packaging and print industry, whether in the field of production, trading or service. For about 15 years the KNOX team has been advising companies in Germany, Europe and beyond with regard to strategic challenges, in particular also in the comprehensive support and successful completion of company transactions.

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