

PRESS RELEASE

## Papeterie Provençale Acquired by the Attis Group

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December 17, 2024 – **Ama Partners has successfully orchestrated the sale of Papeterie Provençale, a leading provider of food packaging solutions, to Attis, a subsidiary of the TINI Group. Following an efficient execution, Attis becomes the sole shareholder of this packaging supplier based in Nice.**

### A Strategic Opportunity

Founded in 1938, Papeterie Provençale is a family-owned company specializing in the distribution of standard and customized food packaging, primarily for professionals in the food service industry. As a pioneer in the transformation of paper into packaging, the company has established itself as a key and trusted player in its market.

Over the years, Papeterie Provençale has successfully diversified and identified significant growth drivers, including the launch of its e-commerce platform Emballage Futé, which offers a wide range of competitively priced products.

With the support of Ama Partners, Laurent and Xavier Rullière chose to transfer their company to Attis, a subsidiary of the TINI Group (with €300M in Sales), specializing in food and hygiene packaging. Leveraging its experience in external growth, including the recent acquisition of Ambelys—also advised by Ama Partners—Attis identified a strategic opportunity to expand its operations in a region where it had limited presence until now.

### A Growing Market

Driven by the implementation of new laws encouraging the use of paper and cardboard packaging, coupled with changing consumer eating habits, the ecological packaging market demonstrates strong growth potential.

Laurent and Xavier Rullière selected Ama Partners for its expertise and proven track record in this sector. Ama Partners structured the transaction and identified industrial buyers capable of preserving the company's unique know-how and ensuring its continued growth.

Attis emerged as the ideal partner following a series of constructive discussions, thanks to the complementary nature of both businesses and the promising synergies between them.

**Laurent Rullière, President of Papeterie Provençale:** *"I would like to thank **Ama Partners** for the professionalism and dedication they demonstrated throughout our collaboration. Their responsiveness and expertise greatly contributed to the success of this project.*

*I would also like to highlight the quality of the support we received at every step. **Ama Partners** listened carefully to our needs, answered our questions, defended our interests, and guided us with invaluable expertise.*

*We are delighted to have worked with such a reliable and competent team."*

**Transaction Advisors:**

M&A Advisor: Ama Partners (Kevin Peyrot, Alexandre Quévat, Jean-Matthieu Gaudin)

Legal Advisor to the Acquirer: Cabinet Lexicube (Jean-Luc Dury)

Legal Advisor to the Sellers: Cabinet VARAUD - SANTELLI-ESTRANY - BROM (Marie-Line Brom, Christophe Santelli-Estrany)

Financial Due Diligence for the Acquirer: Axens (Julien Jousserand, David Bourdier)

Financial Due Diligence for the Sellers: CF Corporate Finance (Nicolas de Bagneux, Laurent Margailan, Jocelyn Golinski)

**About Papeterie Provençale**

A provider of customized and standard food packaging since 1938, Papeterie Provençale is a key player in the packaging distribution sector, serving professionals in the food service industry. The company stands out for its expertise and intergenerational know-how.

Learn more: [www.papeterie-provence.com](http://www.papeterie-provence.com)

**About ATTIS**

For over 20 years, Attis has been supplying high-quality food packaging at competitive prices to wholesalers, distributors, and manufacturers. With a comprehensive catalog, an intuitive e-commerce platform, and a responsive customer service team, Attis simplifies access to its products to meet customer needs.

Learn more: [www.attis.fr](http://www.attis.fr)

**About Ama Partners**

Ama Partners is an independent advisory firm specializing in financial transactions for SMEs and mid-sized companies. Founded in 2010, Ama Partners has successfully completed numerous transactions, including sales, acquisitions, fundraising, and capital reorganizations. Ama Partners provides close support and unwavering commitment to French and international executives throughout the mission. Ama Partners is a member of the CNCFA.

Learn more: [www.ama-partners.com](http://www.ama-partners.com)

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