

PRESS RELEASE

ERP Software Company Dataline continues European Growth with Acquisition of Palmart (Spain)

Software company Dataline has recently acquired Spanish company Palmart. Palmart is the market leader in Spain and, like Dataline, is a developer and supplier of ERP/MIS software for the printing and packaging industry. Dataline thus strengthens its leading position in the European market and continues its European growth.

Palmart

Palmart is a renowned software company in Spain that has been serving Spanish & South American graphic arts companies for more than 25 years. More than 200 companies use Palmart ERP software daily for calculations, CRM, web-to-print, invoicing, expedition, purchasing, planning and reporting and this in commercial print and large format as well as label and packaging companies. Palmart is based in Valencia and has 12 employees with great expertise.

Dataline in Spain

Dataline has already built a solid reputation in the Spanish printing industry since 2016, serving a portfolio of some 20 companies there.

Dirk Deroo, CEO of Dataline, is very pleased with this acquisition: "The Spanish printing industry has been a strategic growth market with a lot of potential for Dataline for several years now. With a strong partner like Palmart, we can now guarantee solid anchoring and better serve our customers locally. We are not only adding a valuable customer portfolio to our company with this investment, but also a team of experienced and driven specialists."

European Growth Strategy

Dataline is pursuing a European growth strategy. In Belgium and the Netherlands, Dataline Solutions has proven capable of showing innovative print production companies the way to dramatically improve productivity and efficiency. It has built a strong reputation and expertise over the past 25 years and since 2016 Dataline has also deployed its software successfully all over Europe in up to 26 countries.

Dataline aims to accelerate growth across Europe through acquisitions of MIS/ERP software companies. The company is now **investing in foreign markets with room for innovative software solutions** for print production companies. Ever-rising labour costs everywhere in Europe make automation a necessity for companies in the manufacturing industry. By introducing process improvements in administration and production, print production companies can maintain their competitiveness and protect their margins. By acquiring local players, a local and experienced team of specialists joins Dataline and at the same time a portfolio of existing customers is added to the company.

Dirk Deroo adds: "To be and remain a **reliable and successful partner for graphic production companies all over Europe**, it is necessary to offer our product and market expertise close to the user and in the local language. At the same time, it is important to pursue a certain scale and maintain a growth rate. This allows Dataline and our products to develop further, both in the countries where we operate and in our own home markets. The acquisition of Palmart fits perfectly into this strategy."

Meanwhile, Dataline management is negotiating a series of other acquisition and cooperation files in different European countries, several of which are well advanced and planned in the next few months.

The future of Dataline in Spain

Palmart will be **incorporated directly and fully** into Dataline, and synergies will be worked out in marketing, sales, training and support. Still according to Dirk Deroo, the acquisition of Palmart will create an **interesting cross-pollination in the**

field of software development: "The exchange of expertise and the acceleration of innovative developments brought about by this cooperation will benefit customers on both sides."

For Palmart customers and prospects, little will change in the near future: Dataline promises to do its utmost to ensure the integration goes smoothly.

Francisco Pérez Ferrús, current Managing Director of Palmart confirmed, "The acquisition of Palmart by Dataline comes at a very good time for us. As an innovative European player, they share our vision in the development of the software and of the market. We are convinced that thanks to the support of the European market leader, our current and future customers can count on a stronger and more professional organisation."

About Dataline Solutions

Dataline Solutions knows what print media companies need to streamline their processes, automate their workflows and increase their profits. Their **high-quality MIS/ERP software MultiPress** was specially developed to meet the needs of modern print media companies of all sizes and production technologies.

Dataline was founded in 1997 by CEO Dirk Deroo. His vision was clear: to modernise print production companies with automation, digitisation and process improvement. The administrative process at a print media company consists of several complex steps, often unique to the printing industry. General software that is not specifically developed for the printing industry does not help a print media company at all. To meet this need, Dataline developed MultiPress MIS/ERP software. Now, with more than 80 employees in four offices (Bruges in Belgium, Limmen in the Netherlands, Paris in France and Willingen in Germany) and a network of certified partners across Europe, this leading innovator in the industry has won the trust of more than 1,000 print media companies. Dataline's team is dedicated to delivering outstanding quality of service and is determined to remain the reference of choice.

www.dataline.eu

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