



Packaging Quarterly  
Update

Q2 2023



# DCF's Packaging Practice

Deloitte Corporate Finance LLC (DCF) is a leading global middle-market M&A adviser. Our professionals have extensive knowledge in the packaging space and use their experience to help clients enhance value.



## Industrials Leadership



**Will Frame**  
Managing Director  
Head of Industrials  
Chicago, IL  
wframe@deloitte.com



**Bill Kerkam**  
Managing Director  
Co-lead of paper, plastics and packaging  
Charlotte, NC  
wkerkam@deloitte.com



**Ali Bandeali**  
Vice President  
New York, NY  
albandeali@deloitte.com



## Firm Overview

#1

2022 Global M&A  
Advisor by deals  
completed <sup>(1)</sup>.

704

Completed deals  
in the last 12  
months.

- Deep relationships in place to gain **critical strategic intelligence** and effectively market businesses.
- Worldwide, DCF has **2,400 Corporate Finance professionals** throughout the Deloitte Touche Tohmatsu Limited network of member firms in 60 countries that complement the North American team.
- Combined with member firms of Deloitte Touche Tohmatsu Limited, **serves 79 percent of the Fortune Global 500<sup>®(2)</sup>**.



## Sector Focus



Paper and Paperboard



Plastic



Diversified Packaging



Metal and Glass

# Table of contents

Case study	4
Deloitte thought leadership	5
Notable recent M&A transactions	6
Plastics, paper and packaging trends	8
Comparable public companies	9
Appendix – sources cited	11



# Case study

## Catapult Print and Packaging, LLC

**Deal Contacts** Will Frame, Bill Kerkam, Ali Bandiali



has sold a majority stake to



---

The undersigned acted as exclusive financial advisor to  
Catapult Print and Packaging, LLC

---



**Deloitte.**  
Deloitte Corporate Finance LLC

### Client Overview

- Founded in 2018 and headquartered in Orlando, FL, Catapult Print and Packaging, LLC (Catapult or the Company) is a value-added specialty converter of high-quality labels, including linerless and pressure sensitive. The Company serves leading brand names in the food, beverage, industrial and consumer product markets.
- The Company has made continuous investments in cutting-edge equipment, latest print technologies, and a modern high-tech facility. This has resulted in the success of Catapult's service-centric business model, allowing it to maximize quality and service levels for customers while minimizing lead times.

### Situation Overview

- The Company engaged Deloitte Corporate Finance LLC (DCF) due to its successful track record in the print and packaging sector to find the right partner for the business for its next phase of growth.
- DCF added significant value by:
  - Crafting a compelling investment thesis backed by credible data and a robust growth plan.
  - Orchestrating a targeted, highly competitive sale process including priority strategic and financial groups with strong appetites and track records in the space.
  - Managing an efficient due diligence process.

### Key Takeaways

- Catapult's shareholders achieved their liquidity objectives while retaining a considerable stake in the Company and positioning the business for accelerated growth with the help of Quad-C's extensive industry insight and experience.

Prior engagement performance is no guarantee of future performance and may not be representative of the experience of other clients. This communication is for informational purposes only and is not intended as an offer or solicitation for the purchase or sale of a security.

# Deloitte thought leadership

## Deloitte thought leadership

- Deloitte stays abreast of industry trends and makes significant investments in producing cutting-edge thought leadership.
- Deloitte is deeply committed to providing insights that help keep clients on the forefront of critical trends.
- Focused research on industry drivers and trends helps enable Deloitte to demonstrate eminence in the packaging market by redefining the lens through which industry leaders operate.

## Extensive knowledge network

DCF can leverage its expansive cross-business knowledge network, extensive consulting reports, and in-depth industry research to drive results and provide differentiated insights for our clients.



## Recent insights



# Notable recent M&A transactions

<p><b>Leonard Green &amp; Partners, L.P. (LGP) acquires ProMach, Inc.</b> <sup>(1)</sup></p> <ul style="list-style-type: none"> <li>ProMach is a family of product brands that operate across the production line in distinct business lines: filling, bottling and capping, decorative labeling, flexibles and trays, handling and sterilizing, labeling and coding, robotics end of line, and systems and integration.</li> <li>LGP is a private equity investment firm founded in 1989 and based in Los Angeles with \$70 billion of assets under management.</li> <li>LGP believes ProMach is well positioned to capitalize on secular industry tailwinds, including the transition to sustainable packaging and the accelerating adoption of automation technologies, and looks forward to support the company's continued expansion and success.</li> </ul>	<p><b>Close Date:</b> Pending  <b>EV:</b> N/A  <b>Rev:</b> N/A  <b>EV/Rev:</b> N/A  <b>EV/EBITDA:</b> N/A</p>
<p><b>PaperWorks Industries, Inc. acquires The Standard Group</b> <sup>(2)</sup></p> <ul style="list-style-type: none"> <li>PaperWorks is a leading, integrated North American producer of 100% recycled paperboard and specialized folding cartons.</li> <li>The Standard Group is a converter of custom printed paperboard packaging with a manufacturing location in Louisville, Kentucky.</li> <li>The acquisition should help enhance PaperWorks' vertical integration capabilities, strengthens its mill system and expands its folding carton operations, which may further benefit its customers in various industries.</li> </ul>	<p><b>Close Date:</b> Jun 2023  <b>EV:</b> N/A  <b>Rev:</b> N/A  <b>EV/Rev:</b> N/A  <b>EV/EBITDA:</b> N/A</p>
<p><b>Clayens NP Group acquires Parkway Products, LLC</b> <sup>(3)</sup></p> <ul style="list-style-type: none"> <li>Clayens Group (Clayens), a leading value-added outsourced contract manufacturer of high-performance polymers, composites and precision metals headquartered in Genas, France.</li> <li>Parkway manufactures high-performance precision plastic components, and offers plastics and molding processing solutions including thermoplastics, thermoset and machined plastics, as well as magnesium thixomolding and high-performance polymers molding.</li> <li>The acquisition of Parkway Products creates synergies that should enable first-class production of high-performance polymers, composites and precision metals that enhances both companies' technical competencies and overall client reach.</li> </ul>	<p><b>Close Date:</b> Jun 2023  <b>EV:</b> N/A  <b>Rev:</b> N/A  <b>EV/Rev:</b> N/A  <b>EV/EBITDA:</b> N/A</p>
<p><b>Center Rock Capital Partners, L.P. acquires Mark Andy, Inc.</b> <sup>(4)</sup></p> <ul style="list-style-type: none"> <li>Center Rock Capital Partners, LP is a private equity firm specializing in lower middle-market, management buyouts, secondary debt, restructurings, recapitalizations, corporate divestitures and carve-out investments.</li> <li>Mark Andy is a leading provider of label printing equipment, as well as consumable printing supplies, maintenance services, and aftermarket parts to label converters globally.</li> </ul>	<p><b>Close Date:</b> Jun 2023  <b>EV:</b> N/A  <b>Rev:</b> N/A  <b>EV/Rev:</b> N/A  <b>EV/EBITDA:</b> N/A</p>
<p><b>Gelpac, Inc. acquires Standard Bag Manufacturing Company</b> <sup>(5)</sup></p> <ul style="list-style-type: none"> <li>GELPAC is a leading supplier of packaging solutions to the North American agrifood, pharmaceutical, chemical and construction industries.</li> <li>Standard Multiwall Bag Mfg. Co. is a specialty manufacturer of industrial and food grade multiwall and wovenpoly laminated bags essential to the efficient handling of raw materials and finished products by major players in the agrifood, pharmaceutical, and industrial markets..</li> <li>The acquisition of efficient western and south-western production plants should strengthen Gelpac's competitive position in North America. Gelpac plans to offer enhanced packaging solutions by combining the strengths of each plants, as well as extending its geographical reach.</li> </ul>	<p><b>Close Date:</b> May 2023  <b>EV:</b> N/A  <b>Rev:</b> N/A  <b>EV/Rev:</b> N/A  <b>EV/EBITDA:</b> N/A</p>

# Notable recent M&A transactions, continued

<p><b>B2B Industrial Packaging LLC acquires Millennium Packaging Inc.</b><sup>(6)</sup></p> <ul style="list-style-type: none"><li>• B2B Industrial Packaging sells a full range of packaging equipment and supplies to clients throughout the U.S. and Mexico.</li><li>• Millennium Packaging specializes in shrink film, stretch film, packaging equipment and corner board.</li><li>• The acquisition aims to provide Millennium Packaging clients with a complete selection of industrial packaging products through B2B Industrial Packaging’s national distribution network while maintaining the unique culture of the acquired company.</li></ul>	<p><b>Close Date:</b> Apr 2023 <b>EV:</b> N/A <b>Rev:</b> N/A <b>EV/Rev:</b> N/A <b>EV/EBITDA:</b> N/A</p>
--	--

# Paper, plastics, and packaging trends

## Sector trends

- Despite the plastic pollution crisis and poor recycling rates, 72% of global consumers still believe plastic has an above recyclability relative to other materials. Thus, to improve plastic circularity, there has been an increased shift toward mono-material films for which recycling infrastructure already exists.<sup>1</sup>
- IoT-enabled packaging is a powerful tool that is used to improve the efficiency and sustainability of the packaging industry. It helps track the location of products, monitor their condition, and provide real-time data to businesses.<sup>2</sup>
- Minimalism is a trend that has gained popularity in recent years. Consumers are increasingly drawn to simple, clean designs that are free from clutter and distractions. Sleek, minimalist packaging conveys a sense of sophistication and quality.<sup>3</sup>
- Despite the lack of availability, country-specific initiatives focusing primarily on navigating the shift toward a reusable packaging ecosystem within the food service industry continue to gain momentum. Personal care and household products have had a higher adoption of refill or reusable packaging solutions, with companies capitalizing on leveraging this trend to achieve plastics savings.<sup>4</sup>

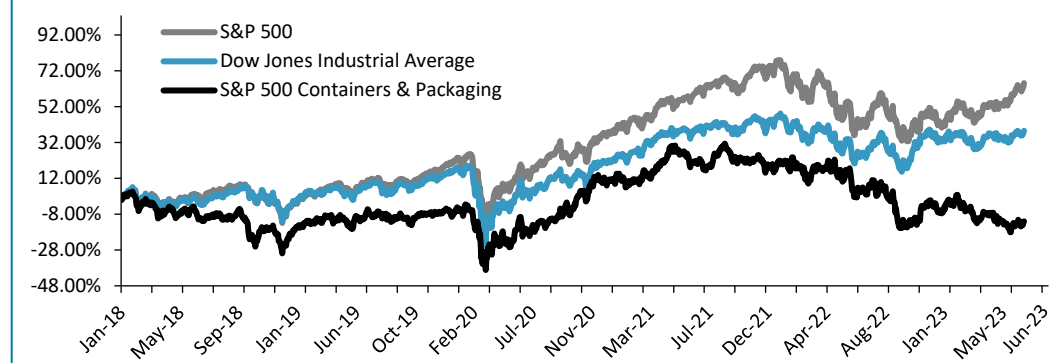
## Select recent M&A activity<sup>(5)</sup>

Close Date	Target	Acquiror	Implied EV (MM)	EV/Revenue
Pending	ProMach, Inc.	Leonard Green & Partners, L.P.	N/A	N/A
Jun 2023	The Standard Group	PaperWorks Industries, Inc.	N/A	N/A
Jun 2023	Parkway Products, LLC	Clayens NP Group	N/A	N/A
Jun 2023	Mark Andy, Inc.	Center Rock Capital Partners	N/A	N/A
May 2023	Standard Bag Manufacturing Company	Gelpac, Inc.	N/A	N/A
Apr 2023	Millennium Packaging, Inc.	B2B Industrial Packaging, LLC	N/A	N/A

## Trading metrics<sup>(5)</sup>

Sector	Median Enterprise Value (\$MM)	Last Twelve Months		NTM
		EV/Revenue	EV/EBITDA	EV/EBITDA
Plastic	\$13,483.7	1.6x	10.1x	8.4x
Diversified Packaging	\$6,882.9	1.1x	8.7x	8.0x
Paper and Paperboard	\$8,899.3	0.9x	6.2x	6.3x
Metal and Glass	\$17,964.2	1.4x	10.8x	9.4x
<b>Packaging Index</b>	<b>\$11,191.5</b>	<b>1.2x</b>	<b>9.24x</b>	<b>8.2x</b>

## Index performance<sup>(6)</sup>





# Comparable public companies

## Plastic and diversified packaging companies<sup>(1)</sup>

Company (Ticker)	% of 52 Week High	LTM Revenue	Revenue CAGR (3 Yr)	LTM EBITDA	EBITDA Margin	Enterprise Value ("EV")	Last Twelve Months		NTM
							EV/ Revenue	EV/ EBITDA	EV/ EBITDA
<i>(\$ in Millions)</i>									
<b>Plastic</b>									
Amcor plc (ASX:AMC)	78.1%	\$14,930.0	7.8%	\$1,960.0	13.1%	\$21,375.0	1.4x	10.9x	0.0x
Avery Dennison Corporation (NYSE:AVY)	84.1	8,755.0	7.5	1,271.3	14.5	17,041.7	1.9	13.4	12.1
Berry Global Group, Inc. (NYSE:BERY)	97.2	13,495.0	7.9	2,054.0	15.2	17,080.3	1.3	8.3	8.1
Brady Corporation (NYSE:BRC)	84.4	1,309.9	5.2	249.3	19.0	2,296.9	1.8	9.2	8.7
CCL Industries Inc. (TSX:CCL.B)	91.0	4,813.4	7.2	894.5	18.6	9,925.7	2.1	11.1	9.9
Wipac Ltd. (TSX:WPK)	85.6	1,209.7	11.9	226.5	18.7	1,646.2	1.4	7.3	6.8
<b>Median</b>	<b>85.0%</b>				<b>16.9%</b>		<b>1.6x</b>	<b>10.1x</b>	<b>8.4x</b>
<b>Mean</b>	<b>86.7%</b>				<b>16.5%</b>		<b>1.6x</b>	<b>10.0x</b>	<b>7.6x</b>
<b>Diversified Packaging</b>									
DS Smith Plc (LSE:SMDS)	73.6%	\$10,335.0	10.8%	\$1,359.0	13.1%	\$6,882.9	0.7x	5.1x	5.5x
Greif, Inc. (NYSE:GEF)	92.8	5,697.8	6.2	882.2	15.5	5,929.7	1.0	6.7	7.6
Huhtamäki Oyj (HLSE:HUH1V)	75.3	4,863.5	9.2	584.3	12.0	5,111.7	1.1	8.7	8.0
Orora Limited (ASX:ORA)	88.7	2,967.9	6.6	246.1	8.3	2,430.0	0.8	9.9	8.5
Sealed Air Corporation (NYSE:SEE)	64.4	5,573.1	4.7	1,064.8	19.1	10,387.8	1.9	9.8	8.7
Silgan Holdings Inc. (NYSE:SLGN)	84.6	6,387.9	12.4	951.7	14.9	8,823.8	1.4	9.3	9.0
Sonoco Products Company (NYSE:SON)	89.5	7,209.4	10.6	1,059.5	14.7	9,039.6	1.3	8.5	7.7
<b>Median</b>	<b>79.9%</b>				<b>14.0%</b>		<b>1.0x</b>	<b>9.0x</b>	<b>8.2x</b>
<b>Mean</b>	<b>79.9%</b>				<b>13.8%</b>		<b>1.1x</b>	<b>8.2x</b>	<b>7.9x</b>

# Comparable public companies (Cont.)

## Paper and paperboard, and metal and glass companies<sup>(1)</sup>

Company (Ticker)	% of 52 Week High	LTM Revenue	Revenue CAGR (3 Yr)	LTM EBITDA	EBITDA Margin	Enterprise Value ("EV")	Last Twelve Months		NTM
							EV/ Revenue	EV/ EBITDA	EV/ EBITDA
<i>(\$ in Millions)</i>									
<b>Paper and Paperboard</b>									
Cascades Inc. (TSX:CAS)	95.1%	\$3,371.7	(1.7)%	\$278.6	8.3%	\$2,498.3	0.7x	9.0x	6.2x
Clearwater Paper Corporation (NYSE:CLW)	67.4	2,117.3	5.4	226.7	10.7	1,093.7	0.5	4.8	3.9
Empresas CMPC S.A. (SNSE:CMPC)	80.4	8,220.0	13.9	1,809.9	22.0	8,899.3	1.1	4.9	5.9
Graphic Packaging Holding Company (NYSE:GPK)	87.2	9,633.0	15.5	1,733.0	18.0	12,789.6	1.3	7.4	6.7
International Paper Company (NYSE:IP)	70.4	20,944.0	(1.8)	2,864.0	13.7	16,670.9	0.8	5.8	8.2
Mayr-Melnhof Karton AG (WBAG:MMK)	81.6	5,154.0	23.0	746.0	14.5	4,613.4	0.9	6.2	8.7
Nampak Limited (JSE:NPK)	25.9	976.2	9.2	65.7	6.7	421.0	0.4	6.4	5.9
Mativ Holdings, Inc. (NYSE:MATV)	52.2	2,439.6	33.5	246.4	10.1	2,524.6	1.0	10.2	7.0
Packaging Corporation of America (NYSE:PKG)	90.4	8,317.9	6.2	1,866.3	22.4	14,038.0	1.7	7.5	10.0
Glatfelter Corporation (NYSE:GLT)	41.6	1,487.9	17.0	94.8	6.4	951.5	0.6	10.0	0.0
Sappi Limited (JSE:SAP)	65.2	6,843.0	8.0	914.0	13.4	2,317.6	0.3	2.5	3.7
Smurfit Kappa Group Plc (ISE:SK3)	76.0	13,695.6	12.3	2,315.9	16.9	11,871.6	0.9	5.1	5.8
Stora Enso Oyj (HLSE:STERV)	64.5	12,606.5	6.4	2,116.5	16.8	12,678.1	1.0	6.0	11.2
Svenska Cellulosa Aktiebolaget SCA (publ) (OM:SCA B)	84.2	2,221.9	3.0	741.3	33.4	10,005.0	4.5	13.5	15.1
WestRock Company (NYSE:WRK)	67.0	21,122.9	5.1	3,151.6	14.9	17,317.8	0.8	5.5	6.3
<b>Median</b>	<b>70.4%</b>				<b>14.5%</b>		<b>0.9x</b>	<b>6.2x</b>	<b>6.3x</b>
<b>Mean</b>	<b>69.9%</b>				<b>15.2%</b>		<b>1.1x</b>	<b>7.0x</b>	<b>7.0x</b>
<b>Metal and Glass</b>									
Ball Corporation (NYSE:BLL)	78.3%	\$15,122.0	9.6%	\$1,956.0	12.9%	\$27,907.8	1.8x	14.3x	12.4x
Crown Holdings, Inc. (NYSE:CCK)	84.6	12,755.0	4.4	1,670.0	13.1	17,964.2	1.4	10.8	9.4
O-I Glass, Inc. (NYSE:OI)	90.7	6,995.0	1.9	1,159.0	16.6	7,599.0	1.1	6.6	5.5
<b>Median</b>	<b>84.6%</b>				<b>13.1%</b>		<b>1.4x</b>	<b>10.8x</b>	<b>9.4x</b>
<b>Mean</b>	<b>84.5%</b>				<b>14.2%</b>		<b>1.4x</b>	<b>10.5x</b>	<b>9.1x</b>

# Appendix

## Sources Cited

### Page 2:

1. Mergermarket. July 2023. Data as of June 30, 2023.
2. "About Deloitte", Deloitte. July 2023 "<https://www2.deloitte.com/kh/en/pages/about-deloitte/articles/about-deloitte.html>"

### Page 6:

1. "ProMach Announces New Investors", Leonardgreen.com. May 2023. <https://www.leonardgreen.com/promach-announces-new-investors/>
2. "PaperWorks takes over The Standard Group", Packaging Gateway. June 2023. <https://www.packaging-gateway.com/news/paperworks-takes-over-standard-group/>
3. "France's Clayens Group Buys Parkway Products", Plastics Today. April 2023. <https://www.plasticstoday.com/medical/frances-clayens-group-buys-parkway-products>
4. "Center Rock Fund II Acquires Mark Andy, Inc.", Center Rock. June 2023. <https://www.centerrockcp.com/news/center-rock-fund-ii-acquires-mark-andy-inc/>
5. "Gelpac announces the strategic acquisition of Standard Multiwall Bag Mfg. Co.", Gelpac. May 2023. <https://www.gelpac.com/gelpac-acquisition-standard-bag/>

### Page 7:

1. "B2B Industrial Packaging LLC acquires Millennium Packaging Inc.", Packaging Gateway. April 2023. <https://www.packaging-gateway.com/news/b2b-industrial-packaging-acquires-millennium-packaging-inc/>

### Page 8:

1. "Top Packaging Trends 2023", Packaging Insights: February 2023. <https://www.packaginginsights.com/news/top-packaging-trends-2023-plastics-circularization-leads-sustainability-charge-amid-greenwashing-backlash.html>
2. "Top 10 Packaging Trends to Watch in 2023", LinkedIn. May 2023. <https://www.linkedin.com/pulse/top-10-packaging-trends-watch-2023-mahesh-patil/>
3. "Predicting the packaging design trends of 2023", Packaging of the World. January 2023. <https://packagingoftheworld.com/2023/01/predicting-the-packaging-design-trends-of-2023.html>
4. "Top Packaging Trends 2023", Packaging Insights: February 2023. <https://www.packaginginsights.com/news/top-packaging-trends-2023-plastics-circularization-leads-sustainability-charge-amid-greenwashing-backlash.html>
5. S&P Capital IQ. June 2023. <https://www.capitaliq.com/CIQDotNet/Charting4/ModernBuilder.aspx?savedChartId=318462&fromC3=1>
6. S&P Capital IQ. June 2023. <https://www.capitaliq.com/CIQDotNet/Charting4/ModernBuilder.aspx?savedChartId=318462&fromC3=1>

### Page 9:

1. S&P Capital IQ. June 2023. <https://www.capitaliq.com/ciqdotnet/screening/screenbuilderviper.aspx?uniquescreenid=547128457>

### Page 10:

1. S&P Capital IQ. June 2023. <https://www.capitaliq.com/ciqdotnet/screening/screenbuilderviper.aspx?uniquescreenid=547128457>



This newsletter is a periodic compilation of certain completed and announced merger and acquisition activity. Information contained in this newsletter should not be construed as a recommendation to sell or a recommendation to buy any security. Any reference to or omission of any reference to any company in this newsletter shall not be construed as a recommendation to sell, buy or take any other action with respect to any security of any such company. We are not soliciting any action with respect to any security or company based on this newsletter. This newsletter is published solely for the general information of clients and friends of Deloitte Corporate Finance LLC. It does not take into account the particular investment objectives, financial situation, or needs of individual recipients. Certain transactions, including those involving early-stage companies, give rise to substantial risk and are not suitable for all investors. This newsletter is based on information that we consider reliable, but we do not represent that it is accurate or complete, and it should not be relied upon as such. Prediction of future events is inherently subject to both known risks, uncertainties and other factors that may cause actual results to vary materially. We are under no obligation to update the information contained in this newsletter. We and our affiliates and related entities, partners, principals, directors, and employees, including persons involved in the preparation or issuance of this newsletter, may from time to time have “long” and “short” positions in, and buy or sell, the securities, or derivatives (including options) thereof, of companies mentioned herein. The companies mentioned in this newsletter may be: (i) investment banking clients of Deloitte Corporate Finance LLC; or (ii) clients of Deloitte Financial Advisory Services LLP and its related entities. The decision to include any company for mention or discussion in this newsletter is wholly unrelated to any audit or other services that Deloitte Corporate Finance LLC may provide or to any audit services or any services that any of its affiliates or related entities may provide to such company. No part of this newsletter may be copied or duplicated in any form by any means or redistributed without the prior written consent of Deloitte Corporate Finance LLC.

#### **About Deloitte Corporate Finance**

Deloitte Corporate Finance LLC (DCF), a broker-dealer registered with the U.S. Securities and Exchange Commission (SEC) and member of the [Financial Industry Regulatory Authority \(FINRA\)](#) and the [Securities Investor Protection Corporation \(SIPC\)](#), is an indirect wholly-owned subsidiary of Deloitte Financial Advisory Services LLP and affiliate of Deloitte Transactions and Business Analytics LLP. Investment banking or other services that would require registration as a broker-dealer with the SEC and membership in FINRA would be provided exclusively by DCF. For more information, visit [www.investmentbanking.deloitte.com](http://www.investmentbanking.deloitte.com). Please see [www.deloitte.com/us/about](http://www.deloitte.com/us/about) for a detailed description of the legal structure of Deloitte LLP and its subsidiaries.

#### **About Deloitte**

Deloitte refers to one or more of Deloitte Touche Tohmatsu Limited, a UK private company limited by guarantee (DTTL), its network of member firms, and their related entities. DTTL and each of its member firms are legally separate and independent entities. DTTL (also referred to as Deloitte Global) does not provide services to clients. In the United States, Deloitte refers to one or more of the US member firms of DTTL, their related entities that operate using the “Deloitte” name in the United States and their respective affiliates. Certain services may not be available to attest clients under the rules and regulations of public accounting. Please see [www.deloitte.com/about](http://www.deloitte.com/about) to learn more about our global network of member firms.