

**PRESS RELEASE****Daddy Kate Group invests in Publi-FDM**

Shareholding intended to boost sustainable growth ambitions of visual communications specialist

**Sint-Pieters-Leeuw/Sint-Lievens-Houtem, 6 February 2023 – Investment company Daddy Kate Group lends its strength to the sustainable growth ambitions of Publi-FDM, the East Flemish specialist in visual communications and large-format printing. Publi-FDM is now affiliated with a group of complementary SMEs active in the graphics industry and communication sector. They are joining forces to offer their customers comprehensive solutions and flawless services for all their printing work and visual and digital communications.**

Daddy Kate Group is an investment company belonging to the Claes family from Sint-Pieters-Leeuw. Since 2017, they have built up a network of complementary companies in the graphics industry and communication sector. It is their ambition to combine the power of those companies with respect for each company's uniqueness and family atmosphere. The group is active in Belgium and France. It currently consists of 5 companies and 250 employees. Collectively, they achieved a consolidated annual revenue of 50 million euros.

For Thijs Claes, the CEO of Daddy Kate Group, the investment in Publi-FDM has many benefits for the group and its customers: *'Having Franky De Meyer and his team on board will considerably strengthen our expertise and service in visual communications. That is an obvious advantage for our existing customers. Moreover, we hardly have any shared customers at present. That, in turn, creates opportunities for the other companies in the group and Publi-FDM's customers.'*



*Thijs Claes (on the left) and Franky De Meyer*

Publi-FDM was founded in 2015 and currently has 35 employees and more than 4.000 customers. The popular online graphics stores ReclameOnline.be and PrintingStore.eu are also part of the company. In 2022, the various companies under the Publi-FDM banner achieved a collective revenue of 6 million euros.

The managing director, Franky De Meyer, is proud of his company's sustainable approach in terms of working practices and how it interacts with its staff. For example, Publi-FDM offers customers an entirely circular process in which printed textiles and panels are recycled after use. The company also invests considerable time and resources in its staff's well-being and training.

De Meyer will remain in his role as managing director of Publi-FDM. He is looking forward to the collaboration: *'Nothing is changing, but everything will be different. Purely financial motives do not drive Daddy Kate Group. It attaches great importance to the individuality and dynamics of each company in the group. It offers us strategic advice, financial support, and the autonomy to do things as we see fit. That's a vision I am happy to support.'*

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**Press contact**

Gert Asselman  
Outsource Communications  
M: +32 (0) 475 21 25 83  
E: gert@outsource.be

**About Publi-FDM**

Publi-FDM specialises in visual communications and large-format printing. The company has grown into a benchmark in the advertising business in just a few years. Its products include banners, flags, (window) stickers, pop-ups and POS material, packaging, signposting, facade lettering and illuminated advertising (incl. installation and maintenance). It also has two popular specialist online stores: ReclameOnline.be and PrintingStore.eu. Publi-FDM was awarded the Voka Sustainable Business Charter in 2022 as a gratifying acknowledgement of the company's sustainability efforts. Find out more at: <https://www.publi-fdm.be/en/>

**About Daddy Kate Group**

Daddy Kate Group is an independent family investment company with a keen sense of entrepreneurship and a hands-on mentality. Daddy Kate Group mainly focuses on small and medium enterprises: agile SMEs with fewer than 100 employees but with strong ambitions to create a sustainable narrative. At present, its portfolio mainly consists of high-potential businesses in the graphics industry and communication sector. Find out more at: <https://www.daddykategroup.be>