PRESS RELEASE – FOR IMMEDIATE PUBLICATION

ALDUS GROUP LAUNCHES UNIFIED EUROPEAN BRAND IDENTITY

Planned transition brings transfer products, inks and coatings, and specialist machinery together under one identity, supported by four new websites.

Waalwijk, the Netherlands, 9 November 2026 – **ALDUS GROUP is introducing a unified brand identity across its European operations, marking the next planned stage in its development following the first joint presentation of the ALDUS umbrella brand at Labelexpo Europe 2025 in Barcelona.**

The transition brings the group's complementary European activities together under three registered trade names: ALDUS TRANSFER, ALDUS INKS and ALDUS MACHINES. A coordinated visual identity and four new websites make the breadth of the group's products, technologies and services more accessible to customers throughout the print and packaging industry.

Building on established businesses, manufacturing facilities and customer relationships, the European brand launch gives greater visibility to the collective capabilities behind ALDUS. It connects specialist knowledge of decorative and functional transfer products, ink and coating development, and precision finishing and converting machinery.

A planned transition, built on established strengths

The joint appearance at Labelexpo Europe 2025 introduced customers to the scope of the ALDUS organisation and the connections between its specialist businesses. The new European identity carries that introduction forward through a coordinated transition across company communications, digital platforms and customer information.

ALDUS TRANSFER, ALDUS INKS and ALDUS MACHINES are the registered trade names under which the respective European businesses operate. Each division retains its specialist focus while contributing to a shared platform for collaboration, technical development and future growth.

Continuity is central to the transition. The people, application knowledge, manufacturing capabilities and commitment to customer service that established these businesses remain at their heart. Customers continue to work with familiar contacts and experienced teams, supported by proven product specifications and formulations.

The shared identity also reflects a long-term commitment to investment in people, manufacturing capability, technical development and customer support. Closer cooperation across the divisions provides a stronger foundation for addressing production challenges that span materials, printing, embellishment and finishing.

ALDUS TRANSFER: manufacturing knowledge and European reach

ALDUS TRANSFER, formerly known as API Transfer Technologies, specialises in transfer products for printing, packaging, and decorative and functional applications.

Its portfolio encompasses hot stamping, narrow-web cold transfer, sheet-fed offset cold transfer and digital embellishment. Metallic, pigment, holographic, transparent and special-effect products support a broad range of substrates, production processes and finishing requirements.

The division combines a European manufacturing centre in Livingston, Scotland, with commercial headquarters in Waalwijk, the Netherlands, and hubs in the UK, Netherlands, Italy, Spain and Poland. Its UK operation also supports international and export customers.

Manufacturing expertise, selected international supply partners and extensive warehousing and converting capabilities underpin the offer. Regional technical sales and application specialists help customers select suitable products, conduct trials and resolve production issues. Slitting, spooling, stockholding and distribution services support supply in the formats customers require.

This combination connects product development and manufacturing with local market understanding and practical application support.

ALDUS INKS: formulation expertise and production confidence

ALDUS INKS, formerly Paragon Inks, develops and manufactures inks, coatings, adhesives and finishing systems for labels and packaging.

Based in Livingston, Scotland, the division combines decades of formulation experience with specialist knowledge of flexographic and screen-printing applications. Its portfolio includes UV and LED-curable products, high-build and tactile coatings, Braille applications, and speciality products such as fluorescent, metallic, lightfast and scratch-off inks.

Bespoke formulation, colour matching and laboratory evaluation are complemented by hands-on print expertise. Customers can assess inks, coatings and adhesives through press trials using the division's eight-colour Mark Andy 2200 UV press, equipped with in-line cold foil and varnish/lacquer application capabilities.

These facilities allow technical teams to investigate the interaction between formulations, substrates, curing conditions and finishing requirements. The objective is to help customers validate performance, resolve potential issues and move towards dependable commercial production.

ALDUS INKS carries forward the technical expertise, manufacturing knowledge and customer relationships associated with the Paragon name, supported by the wider resources of ALDUS GROUP.

ALDUS MACHINES: specialist engineering and lasting support

ALDUS MACHINES brings together the engineering expertise of STARFOIL and NEWFOIL, which continue as product brands under ALDUS Machines B.V.

Based in Waalwijk, the Netherlands, the division serves commercial printers, packaging converters, label manufacturers, transfer product producers and distributors. Its capabilities span sheet-fed hot stamping, roll-fed hot foil stamping and embossing, die-cutting and creasing, alongside spooling, slitting, foil cutting and core cutting systems.

Drawing on more than four decades of specialist experience, ALDUS MACHINES supports both sheet-fed and roll-fed finishing applications. Installation, operator training, servicing, spare parts and technical assistance extend its involvement throughout the equipment lifecycle.

The division complements the group's materials expertise with a practical understanding of machine performance, production requirements and long-term operational reliability.

Four websites, one connected identity

The European launch is supported by a new group website and dedicated websites for the three divisions:

- **ALDUS GROUP:** www.aldusgroup.com
- **ALDUS TRANSFER:** foils.aldusgroup.com
- **ALDUS INKS:** inks.aldusgroup.com
- **ALDUS MACHINES:** machines.aldusgroup.com

Together, these platforms introduce the organisation and provide access to divisional portfolios, services and contacts. A dedicated company information section on the group website supports customers and business partners throughout the transition.

About ALDUS GROUP

With a combined business heritage stretching back to 1783 and ALDUS itself founded in Australia in 1949, ALDUS GROUP brings together specialist businesses serving the print, packaging and precision engineering industries worldwide. Its European divisions connect manufacturing, materials expertise, machinery and technical service to support customers from application development through to industrial production.

Your Leading Partner for the Print, Packaging, and Precision Engineering Industries Worldwide.

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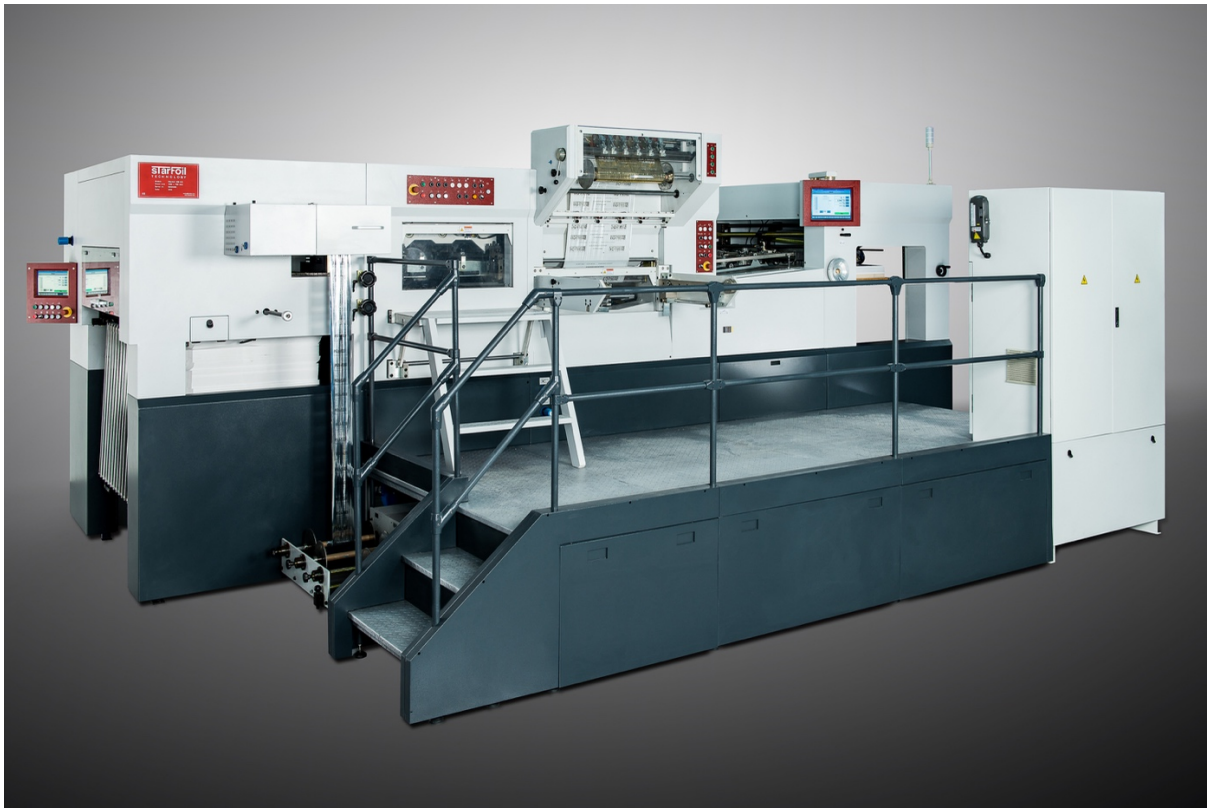
Press Images:



Caption:
Intricate hot stamping detail on a wine label from ALDUS TRANSFER's Mythos Labels project, now entering its second edition with cold transfer applications, pigment and holographic transfer products. *Photography: JJ Greig / Courtesy of ALDUS TRANSFER*



Caption:
Vibrant craft beer labels for Stewart Brewing demonstrate ALDUS INKS' expertise in colour and packaging print applications. *Photography: JJ Greig / Courtesy of ALDUS INKS*



Caption:
The STARFOIL 106-CD from ALDUS MACHINES combines automatic hot stamping, embossing and die-cutting for sheet-fed print and packaging applications. *Photography: ALDUS MACHINES*