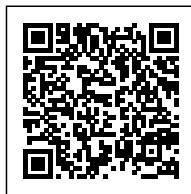


CUATRECASAS COUNSELS GRUPO LA PLANA ON PLV ACQUISITION

Posted on 08/06/2021



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Cuatrecasas has advised Castellón-based Grupo La Plana on its acquisition of 100% of the

shares of Madrid-based company PLV (Primera Línea Visual)



Grupo La Plana, a Castellón-headquartered company created in Betxi in 1973 and specialising in corrugated and compact cardboard, has acquired a 100% stake in Primera Línea Visual, taking a further step in its geographical expansion and diversification of its activity. The operation is a prelude to those planned for the coming months, which include increasing the Group's network of sales offices, for which it will incorporate key professionals in different business areas, as well as continuing with operations aimed at increasing its coverage in all the geographical areas in which it is already

present. Thanks to this acquisition, the group begins to operate in Madrid, a key region in Spain and diversifies and expands its range of products and services and its capacity to manufacture and design all kinds of point-of-sale advertising solutions.

In addition, this operation contributes to boosting the company's national expansion plans. With more than 7,000 square metres of facilities, PLV is integrated as another company in the La Plana Group, maintaining its current structure and staff. After the acquisition, the group now has more than 600 workers and five production centres.

PLV has 70 employees and is a leader in the design and manufacture of point-of-sale advertising solutions, combining different types of materials such as cardboard, wood and methacrylate, with a wide variety of high-quality finishes. Its portfolio of made-to-measure products ranges from floor and table-top displays, ambience solutions, shelf strips, stoppers or displays, to specific formats for activating new product launches or creative structural designs inspired by Japanese origami. PLV provides product storage services, picking and national and international distribution operations, as well as all kinds of merchandising activation and replenishment assemblies for the mass consumer, distribution, HORECA and pharmacy channels. It is a family firm, in line with the La Plana Group, which also maintains a philosophy of respect for the environment.

The PLV production centre in Madrid is the fifth of the Castellón-based group, which already has production centres in Betxi, Onda, Cenicero and Igualada (formerly Unigraf and the last company to join the group in 2017). The total workforce exceeds 600 employees.

Cuatrecasas advised Grupo La Plana from its Valencia and Madrid offices with a Corporate team formed by partner Mª José Guillen (pictured left) and lawyer Pilar Alcácer, a Labour team comprising counsel Victoria Villanueva and lawyers Gemma Plà and Andrés Bolás, a Public Law team including counsel Sergio Fernández and associate Suniva Gómez, a Tax team formed by partner Pedro Antonio Gil (pictured right), principal associate Amparo Gomis and lawyer Montserrat Albaladejo and an Intellectual Property team made up of counsel Alejandro Negro (pictured) and lawyer Marcos González.