

VELVET CARE – DACH MARKET EXPANSION

Warsaw, June 10th, 2026 – **Velvet CARE, Poland's tissue hygiene products market leader, launching a commercial company in Germany to strengthen its direct presence in DACH markets.**

In the course of implementation its recently announced international expansion strategy, the Velvet CARE Group has established Velvet CARE Germany GmbH, which will take responsibility for the sale of the Group's products in the German market and, further on, in other countries in the DACH region, i.e. Austria and Switzerland.

The new company with its headquarter in Freiburg, is to perform a commercial function and serve the largest retail chains. Its operations focus on providing the highest quality tissue products, particularly under private labels.

Velvet CARE products have been sold in the German market for over a decade under the "Veltie" brand and private labels manufactured for individual retail chains. This is due to the specific nature of the German market, where private labels account for over 85% of paper hygiene product sales. Until now, Velvet CARE products have been distributed through an external partner. According to the signed agreement, the newly established Velvet CARE Germany company will be gradually taking over distribution from the intermediary.

The company's operating model is based on close cooperation with Velvet CARE's production facilities in Poland. Deliveries will be made primarily from the Sulęcín plant (Velvet WEST), located near the German border, due to optimized logistics costs and increased operational flexibility.

Velvet CARE Germany manages a team of Customer Business Managers responsible for relationships with individual retail chains and also has a German-speaking back office ensuring efficient customer service.

Velvet CARE Germany GmbH will be led by Stephan Knapp, who has many years of experience in the FMCG industry and private labels, gained in sales, marketing, leadership and business development at companies such as Unilever, Reckitt, and the Dr. Beckmann Group.

"I am proud to assume responsibility for the business development of Velvet CARE's new subsidiary in Germany, responsible for sales in the DACH region." Our goals in these demanding markets are very ambitious, but realistic – we are able to offer excellent quality Velvet CARE products at competitive prices – emphasizes **Stephan Knapp, DACH Country Manager**, who is going to assume his position on July 1, 2026.

The establishment of Velvet CARE Germany GmbH is another step in the implementation of the company's international expansion strategy and confirms the key role of Germany as one of the most important markets for the Group's further growth. In the coming months and years, the company plans to expand sales in Austria and Switzerland.

"We plan to triple Velvet CARE product sales in the German market by 2028... and then maintain an equally rapid growth rate. This is a very ambitious goal, but one made possible by our ability to offer the highest quality products—tailored to the needs of discerning consumers—as well as efficient logistics and full control over the sales process," says **Paweł Bajorek, President of Velvet CARE.**

The launch of Velvet CARE Germany marks an important milestone in the Group's development and significantly strengthens its position as one of the leading suppliers of hygiene products in Europe.

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About Velvet CARE

Velvet CARE is one of the largest and most modern manufacturers of tissue products in Europe. The Group currently employs over 1,360 people at its two factories in Poland (in Klucze and Rawa Mazowiecka) and in Žabčice, Czech Republic. Its product range includes toilet paper, paper towels, facial and universal tissues, and wet toilet paper. These are offered under the Velvet brand, which has enjoyed great popularity for 26 years, as well as under the private labels of leading retail chains in Poland and Europe. Outside of Poland, its products are sold in 26 markets. Since March 2024, the majority shareholder of the company has been Partners Group, an international investment firm based in Switzerland.

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