



Iconex Acquires Phoenix-Based Liberty Greenleaf

Transaction Strengthens Iconex' Ability to Deliver Consistent Supply to the Global Paper Receipts Market

Duluth, Ga., May 9, 2022 – Iconex, the world's leading provider of highly differentiated label solutions and low-cost paper receipts, today announced the acquisition of Liberty Greenleaf. Founded over three decades ago, Liberty Greenleaf is one of the premier manufacturers of point-of-sale (POS) and industrial packaging solutions, with operations in Phoenix, Arizona and Morristown, Tennessee. Financial terms of the transaction were not disclosed.

"The addition of Liberty Greenleaf's paper receipt business to Iconex will allow us to provide even better service to our customers, delivering unmatched product quality, service, innovation and consistent supply," said Iconex Chief Executive Officer **Craig A. Gunckel**. "This transaction, which is fully aligned with our long-term growth objectives, also strengthens our position as one of the world's leading providers of low-cost paper receipts."

Iconex aims to serve the markets in which it operates exceptionally well through strong knowledge of local industry nuances, combined with the scale, product range and consistency of supply enabled by its international reach. After the transaction, Iconex will maintain customers in all 50 states and internationally in Europe and Canada.

Liberty Greenleaf Chief Executive Officer **Michael J. Rapier** is a 30-year printing and paper veteran who has deep understanding and insight into the global POS paper business. He is currently president of the Paper Receipts Converting Association (PRCA) and will join the Iconex team as executive vice president leading the company's combined paper business.

"When I reflect on our history and successes as a team, I am extraordinarily proud of where Liberty Greenleaf is today as we take this step and join Iconex," says Rapier. "Joining this great company offers us more supply security, a larger geography and diversity of product. Our work over these past decades allows us now to partner with those who are truly leading the industry. Iconex customers and coworkers will benefit from the more than 120 years of collective experience of the Liberty Greenleaf management team as we embark together on this journey toward sustained market leadership."

"People are at the heart of this transaction," says Gunckel. "We're tremendously excited to welcome our newest coworkers to the Iconex team. The Liberty Greenleaf team was a driving force behind the logic of this transaction and will be an integral part of the future success of Iconex. Our shared culture will be one that ensures a safe work environment while placing great emphasis on an atmosphere of engagement and empowerment that drives innovation."

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About Iconex

[Iconex](#) is the world's leading low-cost provider of paper receipt and variable print label solutions that transform business processes to drive profitability, productivity, customer satisfaction and sustainability. A tradition of innovation dating back to 1887 is woven into the fabric of Iconex's identity beginning with the company's invention of the paper receipt, which revolutionized business transactions. That spirit of innovation continues with the introduction of Iconex Sticky Media™, Sticky Media G2 and other patented innovations that are relied on by several of the world's largest companies in food & beverage, retail, quick service restaurants, grocery, pharmacy, manufacturing and distribution and logistics to streamline operations, leading to an improved customer experience. For more information, please visit iconex.com.

About Liberty Greenleaf

[Liberty Greenleaf](#) manufactures high quality paper products while adhering to our core values of passion, balance, accountability, growth and resourcefulness. Those values are just as important to us today as they were when we opened our doors in 1987. More than 30 years later, we operate as a leading supplier of point-of-sale and industrial packaging paper out of two state-of-the-art facilities.

Media Contacts:

Berry Brady, berry@fulltiltconsulting.com

Nancy Broe, nbroe@fulltiltconsulting.com