



Iconex Acquires MAX International Converters, Inc., MAXStick Products Ltd. and Key Assets from McAuliffe Paper Inc.

*Transactions Allow Iconex to Serve Liner-Free Customers with
Best-in-Class, High-Performance Products*

Duluth, Ga., April 4, 2023 – Iconex, the world’s leading provider of highly differentiated label solutions and low-cost paper receipts, today announced the acquisition of MAX International Converters, Inc., MAXStick Products Ltd. and key assets from McAuliffe Paper Inc.

MAX International, headquartered in Lancaster, Pa., is an industry-leading global supplier of direct thermal, liner-free, removable adhesive labels. McAuliffe Paper, based in Liverpool, N.Y., is a strategic supply partner to MAX International. Financial terms of the transactions were not disclosed.

“Adding the MAXStick® product portfolio allows Iconex to provide additional high-performance liner-free options to our customers and expands our portfolio of proven technology,” said Iconex Chief Executive Officer **Craig A. Gunckel**. “These transactions fully align with our long-term growth objectives and position us to continue to win across the retail, food service, warehousing and pharmaceutical industries.”

Iconex serves 40,000 companies globally with innovative paper and label solutions. These acquisitions both strengthen and further Iconex’s aspiration to be the world’s leading provider of highly differentiated liner-free labeling solutions.

MAX International President **Mike Vigunas** has more than 45 years of experience in the label solutions and paper receipt industry, including leading MAX International for 31 years. He will join Iconex as Vice President of Global Business Development.

“Current MAX International customers will benefit by gaining access to Iconex’s high-performance differentiated label portfolio including Iconex Sticky Media™,” Vigunas said. “Joining Iconex provides our business with significant growth potential, offering a global supply chain and duplicate manufacturing locations that will serve our loyal customers well now, and in the years to come.”

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About Iconex

[Iconex](https://www.iconex.com) 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](https://www.iconex.com).

About MAX International

MAX International specializes in manufacturing paper rolls and associated products used in print mechanisms for the POS, ATM, kiosk, wagering and other self-service devices. MAX International's signature product, MAXStick®, is widely recognized as the first liner-free direct thermal repositionable label. Crafted with a proprietary "removable and restickable" adhesive formulation, MAXStick® liner-free labels are environmentally friendly labeling solutions that are recyclable, silicone free and Bisphenol Free (BP-Free).

About McAuliffe Paper

McAuliffe is a paper coating company specializing in the development of processes and coatings utilized in the label industry. Founded in 1920 as a manufacturer of lined (ruled) writing tablets, McAuliffe Paper Inc. has evolved as an innovative developer and manufacturer of specialized label products. The company is continuing its over 100-year tradition of high-quality manufacturing and innovation.

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