

Swanley, Kent June 25th 2015

Swan Mill has announced that it has acquired Ling Design Ltd which is one of the UK's longest established and largest independent producers of greetings cards and stationery.

David Byk, CEO of Swan Mill, commented "Ling Design Ltd. is a very well known and well run company supplying the trade with over 25 million cards per annum all year round and will form an excellent addition to our group. We see much common ground and many synergies and opportunities and we are excited to be adding the Ling Design, Talking Pictures, Rainbow Cards and Max and Sid brands to our own successful portfolio, which includes the upmarket gift packaging brand Penny Kennedy."

Julian Nash, current Chairman of Ling Design, said "Ling Design and its sister company Talking Pictures Cards have a unique place in the greetings industry and we are delighted to hand the continued development of the Company we have built over the last 18 years to Swan Mill. We recognise them as one of the most successful and innovative British companies and I am quite certain that Ling Design will prosper further in their hands."

With immediate effect, David Byk is appointed CEO of Ling Design Ltd.

Ian Bant remains as Managing Director of Ling Design Ltd.

Julian Nash will remain with the business until the end of the year to ensure that the transition to the new ownership is smooth.

Ling Design Ltd. is based in Paddock Wood, Kent and Bath, Somerset and has a turnover in excess of £8 million, employs around 65 people and supplies greeting cards to multiple retailers and independents in the UK as well as to nearly 30 countries around the world.

Swan Mill has a turnover of more than £50 million and has 250 employees in the UK and Asia. Its head office is in Swanley in Kent and they manufacture paper tableware, giftwrap and tinsel in the UK as well as importing gift packaging, greetings cards, Christmas crackers and decorations for a similar customer base to that of Ling. They supply under the Penny Kennedy and Swantex brands as well as own label.

For further information contact:

Swan Mill/ Penny Kennedy: David Byk Tel 01322 665566 Email; [dbyk@swantex.com](mailto:dbyk@swantex.com)

Ling Design Ltd: Ian Bant Tel 07932 115863 Email; [ian.bant@lingdesign.co.uk](mailto:ian.bant@lingdesign.co.uk)

---