



42, rue Washington
75008 Paris - FRANCE

www.infraviacapital.com

PRESS CONTACTS

INFRAVIA

Vincent Levita
Founder and CEO
vlevita@infraviacapital.com
+33 (0)1 40 68 17 38

TADDEO

Antoine Denry
antoine.denryr@taddeo.fr
+33 (0) 6 18 07 83 27

PACKHELP

Konrad Kwiatkowski
CMO & Co-Founders
konrad.kwiatkowski@packhelp.com
+48 503 020 298

InfraVia leads the €40m Series B funding round of Packhelp marketplace for personalized & sustainable packaging products

Leading this new round, InfraVia partners with PortfoLion, FJ Labs and historic investors White Star Capital, Speedinvest, ProFounders, Market One Capital and Inovo.

This is InfraVia Growth Fund I's seventh transaction in 2021 following investments in Jobandtalent, Sightcall, Paysend, Botify, Foodles & Ometria.

- Packhelp operates a marketplace for personalized & sustainable packaging products
- The proprietary online editor automates the packaging design, as well as quality & assurance processes for orders from 30 pieces
- In 2020, Packhelp was named the #1 fastest-growing tech company in Central Europe in Deloitte Technology's Fast 50 ranking
- It is the largest Series B raised in Poland in 2021 and one of the biggest in CEE. The funds will be used to accelerate both organic & inorganic growth, to develop new sustainable products & services and to launch a new SaaS product for enterprise clients

Founded in 2015 and headquartered in Warsaw, Poland, Packhelp connects e-commerce retailers with packaging suppliers across Europe and provides a full suite of tech tools for suppliers to digitize their processes. Packhelp distribute packages through 2 product lines: Studio, addressing new and small businesses and Plus, tackling fast growing online & retail SMBs and D2C brands for recurring and larger orders. Packhelp software makes it easier for companies to collaborate with an international network of packaging suppliers, removing complexities from the order process and providing expertise for brands to help reach their packaging goals.

With clients in 30 countries, including global brands such as H&M and Uber Eats, as well as direct-to-consumer companies like Hims, Copenhagen Grooming and Ava & May, Packhelp has become the leading marketplace for personalized packaging in Europe. The company now aims to accelerate its international expansion – both organically and through acquisitions - and to scale its global network of suppliers.



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Packhelp will also use the new funding to invest in expanding its sustainable offering. The company has already introduced sustainable alternatives for all its product ranges and in 2020, 65% of all packaging items sold via the marketplace were produced with recycled materials and 92% of them were recyclable. The company has set sustainability goals to increase the use of reusable packaging, as well as introducing carbon neutral packaging solutions.

Next steps will also be to expand its offering with a SaaS product dedicated to enterprise companies that run in-house packaging operations. The new solution will help to digitize and modernize a stagnant industry that relies on outdated, ill-fitting tools and that is still largely run over email.

Wojtek Sadowski, co-founder and CEO at Packhelp commented: *"We are thrilled to join forces with InfraVia to scale internationally and build a global leader in the packaging industry. The team's expertise and track record in B2B marketplaces and strategic build-ups made them the most relevant and valuable partner for us."*

Alban Wyniecki, Partner at InfraVia, said: *"Through their proprietary technology, Packhelp are digitizing a massive, fragmented & still mostly offline market. We are excited to partner with an amazing, team, with strong and deep understanding of the underlying industry as well as increasingly innovative ideas to disrupt old-fashioned processes."*

ABOUT INFRAVIA CAPITAL PARTNERS

InfraVia is a leading independent private equity firm, specialized in infrastructure and technology investments. InfraVia supports entrepreneurs and industrial players in their growth and digital strategy, accelerating their transformation to sizeable platforms. Since 2008, InfraVia has raised EUR 7.2 billion of capital and invested in 40+ companies across 13 European countries.

In 2020, InfraVia launched a new investment strategy dedicated to European B2B high-growth tech companies. The team, composed of 8 experienced professionals, plans to make single investments of €10 million to €50 million to help some of the best European entrepreneurs realise their ambitions and bridge the funding gap between Venture Capital and Buy-Out stages. In 2021, InfraVia Growth has participated in the funding rounds for Jobandtalent, Sightcall, Paysend, Botify, Foodles & Ometria.

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ABOUT PACKHELP

Packhelp makes it easy for anyone to create, order and manage fully custom-branded packaging. It connects customers with the most suitable production possibilities, offering them a broad range of packaging products. Packhelp covers everything from local deliveries of small quantities to global procurement of large volumes, with Packhelp Studio – an online editor for small businesses, instantly purchasable products and orders from 30 pieces, and Packhelp Plus, which helps mid-market companies scale their packaging needs. Founded in 2015, Packhelp currently serves 50,000 customers from over 30 countries. The list of customers includes brands recognized worldwide, like BMW, H&M, Google, L'Oreal, T-Mobile, Uber, Bolt and Wrangler, and many of the local champions from Europe.

www.packhelp.com
