

MPD Partners lead MPD SME Capital One in the acquisition of Sell Plast Srl bringing a plan to innovate sales process, products, governance and social responsibility.

Milan, Italy – July 9, 2021 – MPD SME Capital One is the Private Equity vehicle designed by MPD Partners with the aim to innovate SMEs. The companies jointly announced today the investment in Sell Plast Srl, a company specialized in Plastic Thermoforming with a history in supplying major specialized players in the automotive and hospital sectors.

Sell Plast is a company located in Torrazza Piemonte (TO) founded in 1978. Thanks to a long experience accrued with several carmakers such as Pininfarina and by contributing to the development of F1 components, the Company focuses in specialized automotive and recently started an expansion towards other sectors such as Furniture, Transportation and Aerospace. MPD Partners enters the company with an important business plan based on four pillars. It is worth mentioning the pillar tackling the plastic sustainability issue: MPD goal is not just bringing efficiency and growth to the company, but positive externalities to all stakeholders including the Community.

Andrea Fulvio Rampini, who will continue being shareholder and a director, said: “I have been actively seeking the right partner to accelerate the development of Sell Plast. With MPD and its Team, I see the right resources to improve processes, commercial contacts, new markets and new technologies, and finally address the growth that the Company needed through exploring an extended product offering.”

“At MPD Partners we saw important synergies between Sell Plast technology and MSCO Network. We can bolster every function of the Company and bring the know-how for other sectors other than the Automotive. Aerospace is an example. Indeed, bringing forward the transaction in the middle of COVID-19 crisis has been challenging, especially for lack of solid economic forecasts. Mr. Rampini collaboration played an important role and I believe that the new team will give him the resource required to drive Sell Plast to be a gem of the Italian SMEs ecosystem. Our four-pillar plan is ready to be implemented and we are starting immediately to focus on execution.” said Mirco Coccoli, CEO of MPD Partners.

MPD SME Capital One has already appointed the new Board of Directors of the Company. Two MSCO shareholders will compose the Board: Massimo Bordin, who has past experiences at CNH, FCA, Indesit as Quality Manager and Plant Director, and Daniela Terziotti, who has several years of experience as Business Development and Marketing Manager at Orvem. Sell Plast Sales Manager, Mr. Franco Lillaz, will be the third member bringing expertise in the sector and a deep network of contacts. With Mr. Coccoli and Mr. Rampini, the number of members rounds to five.

“The role of the Board will be vital” – added Mirco Coccoli – “It will supervise the implementation of the Industrial Plan on a quarterly basis, and the relevant experience matured by its members give us a certain degree of confidence”.

MPD Partners already started working closely with Andrea Rampini, and some connections with a consortium have been established for the development of new materials.

About Sell Plast:

Sell Plast supplies components to important producer, such as CNH / IVECO / MAGRIUS / MERLO and LAMBORGHINI. They perform plastic thermoforming, an effective technology for thin applications. The Company is located in a strategic position and recently renovated the machine park.

About MPD SME Capital One:

MPD SME Capital One (MSCO) is the innovation and investment initiative managed by MPD Partners. Its success hinges on an innovative governance model while matching innovative technologies and traditional businesses. MSCO channels more than 500 years of working experiences in invested companies with a constructive approach and leveraging on the knowledge of the invested company management.

We aim to promote the economic development within the SMEs ecosystem by bringing together a vast, diverse, and passionate network of international and highly skilled professionals.

Additional info on our MSCO initiative is available at <https://mpdsmecapital.com>.

For more information:

MPD Partners Press Office
+39 02 305 66 277
contact@mpdpartners.com