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## PRESS RELEASE

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# Marabu modernizes its ERP software with IFS Applications

### *Marabu to simplify and streamline core business processes with IFS Applications*

**IFS**, the global enterprise applications company, announces that **Marabu**, a leading manufacturer of screen, digital and artist's colors, headquartered in Tamm near Stuttgart, Germany, has selected **IFS Applications™** to modernize and streamline its operations. The contract is worth approximately 1.5 million euros.

Marabu, headquartered in Tamm (near Stuttgart), produces more than 3,000 tons of high-quality colors annually, with global exports accounting for more than 80% of its sales. The company needed to replace its existing ERP solution as it was becoming obsolete and could not be upgraded.

After assessing a number of ERP vendors, Marabu selected IFS Applications 8, purchasing components for manufacturing, engineering, human resources, document management, quality management, financials, distribution, and sales and marketing.

"We were looking to simplify daily work processes for our employees by providing them with the latest release of a state-of-the-art solution," said Mathias Ihme, CIO, Marabu. "We also wanted to reduce the number of interfaces and systems we were running. We opted for IFS Applications because IFS inspired confidence, the team was convincing, and the solution they presented was the most suitable for us."

"We are very pleased to welcome Marabu as yet another customer that is well established both in the B2B as well as B2C sector in the process industry. Our investments in the sector are reaping their reward as a growing number of manufacturers are choosing IFS Applications to become more agile and better meet the challenges of today's business," said Peter Höhne, Vice President Sales & Marketing, IFS Europe Central.

#### **About Marabu GmbH & Co. KG**

Marabu GmbH & Co. KG is a leading global manufacturer of screen, digital, and pad printing inks. The company is headquartered near Stuttgart, Southern Germany, a region renowned for its pioneering technology and engineering prowess. In addition, there is the ever-growing division of creative colors for hobbies, art, and school.

Marabu has been setting milestones with plenty of industry-first solutions for both industrial applications and graphic design since 1859. With 15 subsidiaries and exclusive distribution partners, Marabu offers high-quality products and customer-specific services in more than 80 countries. Annual turnover is in excess of €90 million. For more information, visit <http://www.marabu.com>

#### **About IFS**

**IFS™** is a globally recognized leader in developing and delivering business software for enterprise resource planning (ERP), enterprise asset management (EAM) and enterprise service management (ESM). IFS brings customers in targeted sectors closer to their business, helps them be more agile and enables them to profit from change. IFS is a public company (XSTO: IFS) that was founded in 1983 and currently has over 2,600 employees. IFS supports more than 2,200 customers worldwide from local offices and through partners in more than 60 countries. For more information visit: [www.ifsworld.com](http://www.ifsworld.com).

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IFS discloses the information herein pursuant to the Financial Instruments Act (1991:980) and/or the Securities Markets Act (2007:528). The information was submitted for publication on December 16, 2014, at 3:00 p.m. CET.