



# Yearbook 2023



**We mark the future**

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# Statement from CEO

Welcome to Partex yearbook summarizing 2023, the year Partex celebrated its' 75 year birthday.

When the company was started few could have guessed what importance electrification would have for the survival of our world. Partex will have a role to play in this as we help our customers to mark their installations in an efficient and safe manner.

We are also looking to make a change for the future within our own process. In 2023 we switched raw material components in our marking systems from traditional fossil-based PVC to a bio attributed PVC. Using oil from rest products of the forest industry, enables us to offer the same quality marking products as before, but now with heavily reduced CO2 emissions.

On to the 75-year celebrations. The year has been celebrated in stile all around the Partex World. In Gullspång we enjoyed a classic boat journey from Sjötorp to Laxhall, where the party continued. It was a fabulous event despite a bit of rain during the night.

The world we operate in is turbulent and unsecure but Partex can look at the future with great optimism. Our products will continue to support the electrification, that is happening in an ever faster pace, as the world turns it's back on fossil fuels. Electricity is the future and we are here to mark it.

Partex – We mark the future

Mikael Persson, CEO Partex Group

# Partex in brief

**Trough expert understanding, customer relationships, and experience, we make high-quality industrial making solutions for a safer electric future. We manufacture products for the identification of wires, cables, pipes and components.**

From the individual electrician to the world's largest companies, our unique marking systems contribute towards increased efficiency and higher safety levels. Partex is a family-owned company going back three generations. We have 75 years of experience in the field of marking. This experience, combined with state-of-the-art production capabilities, enables us to offer the perfect solutions for today's demanding identification requirements. Our continuous forward development in materials and advanced production techniques ensures that we will be equally well placed to offer solutions for tomorrow's requirements.



Sophie Lööf,  
Partex owner

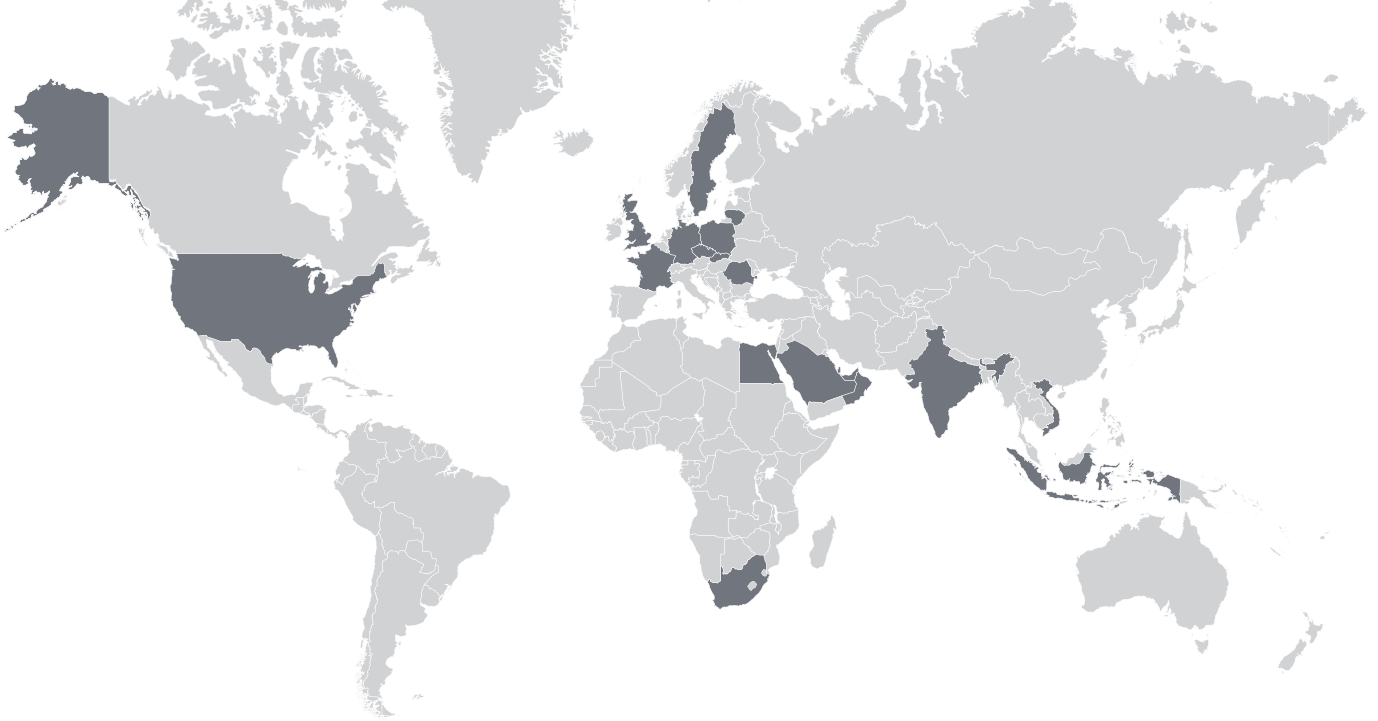
## Partex owner statement

"Owning family-run companies brings me joy, pride and a sense of purpose", says Partex owner Sophie Lööf. "With our heart in Gullspång, Sweden, we want to be a global player that invests in new customers and markets. We strive to take a long-term approach and aim to hand down a healthy enterprise to the next generation. High quality and professionalism permeate in everything we do".



## Our global reach

The Partex Group comprises 12 companies operating worldwide. The group's primary focus is delivering secure marking systems to the market. With a presence in the Czech Republic, France, Germany, India, the Middle East, Poland, South Africa, Sweden, the USA, and the UK, Partex's global network is robust. We have sales representatives in Egypt, Indonesia, Lithuania, Oman, Qatar, Rumania, Suadi Arabia and Vietnam. Moreover, our extensive distributor network spans approximately 50 countries.



## Core values

We put our customers at the core and priorities relationships.

### Quality

A fundamental part of who we are as a company. It shapes how we operate, from the conception of our products to the way we engage with customers.

### Long Term

We believe in making decisions that resonate positively in the years to come, foster lasting relationships with our customers and create products that stand the test of time.

### Closeness

As a business with global reach, we're close to customers and stakeholders. This enables us to quickly respond and adapt to the ever-changing world around us – ensuring we're always creating value.

## Corporate Social Responsibility (CSR)

Partex Marking Systems business model means that we strive to be close to our suppliers, customers and markets. We take social responsibility and contribute to the continuous development of the communities where we live and work.

This gives us the ability to better anticipate and take advantage of fast changing societal expectations and relationships, driving the development of new markets, and create conditions for growth.

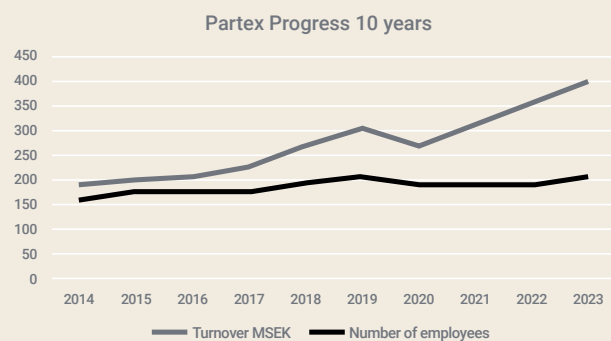
## Löof Foundation

Löof Foundation is a non-profit foundation that wants to contribute to others' development and well-being, both locally and globally. The owner and founder of the foundation is Sophie Löof, the owner of Partex Marking Systems.

[looffoundation.org](http://looffoundation.org)

## Facts in short

- Founded 1948
- 100% family owned
- Head office: Gullspång, Sweden.
- Partex Group: 12 companies worldwide
- Turnover: 400 MSEK (group)
- Employees: 200 (group)
- Certifications: ISO9001, ISO14001
- REACH, RoHS



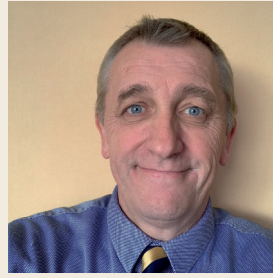
# Management Team



Mikael Persson  
Partex Group



Petra Řádková  
Partex Czech Republic



Pascal Vaillant  
Partex France



Andreas Blankenhorn  
Partex Germany



Magesh Ramadoss  
Partex India



Krzysztof Ćwik  
Partex Labels



Mattew Symonds  
Partex Middle East



Erik Haglund  
Partex Nordic



Dariusz Ćwik  
Partex Poland



Peter Johansson  
Partex Production Unit



Martin Erasmus  
Partex South Africa



Nigel Thompson  
Partex UK



Uwe Michalak  
Partex US



# PROMARK T-2000

In 2023 Partex launched the Promark T-2000 thermal transfer printer, the latest addition to the Promark series. This compact and powerful marking printer takes the marking process for cables, wires, and components to a new level with its innovative features and enhancements.

Like previous models, the Promark T-2000 comes with pre-programmed settings for Partex print profiles, providing users with complete control over the marking production, either directly on the marking printer or through the Promark Creator software. The symbol library has been significantly expanded, and the internal storage capacity has increased from 60,000 to 250,000 characters.

The latest additions include the Promark Creator GO App to control the printer via smartphone, Partex Cloud for enhanced accessibility to files created in Promark Creator, and connectivity options via Bluetooth or USB. Power supply options include both mains and battery.

## Benefits for users

- Cost-effective and user-friendly
- Easy setup with pre-programmed settings.
- Control via smartphone for increased flexibility.
- Enhanced accessibility through cloud solution.
- Flexible power supply with mains or battery.
- Connectivity options via Bluetooth or USB.



Erik Haglund,  
Partex Group's Sales Manager

## About the advantages of Promark T-2000

"The T-2000 printer is more robust compared to its predecessors (T-800 and T-1000) and equivalent printers on the market. The inclusion of a battery package gives it an even more competitive edge, making it a fully mobile printer. The attachment for warming up the profile is a true unique selling proposition (USP), particularly crucial in the Nordics, where users depend on the hardware year-round. The improved steering of the profile further enhances the user experience.

In addition to the mentioned hardware advantages, the most obvious advantage is the combination of the printer and our state-of-the-art software, Promark Creator. No other competitor in the market can provide such a great combination of hardware, software, and profile-quality that Partex offers with the T-2000. The printer app, Promark Creator Go, is another feature that stands out, giving us a competitive edge in the market.

The Promark T-2000 has proven valuable across various industries, including the energy sector, panel builders, OEMs, and any application requiring cable, wire, or component marking and identification. Its versatility makes it suitable for a wide range of applications."



# Partex celebrating 75-years

On June 3, 2023, Partex celebrated its 75th anniversary, marking a major milestone for the company. Founded by Tore and Ingegerd Lööf seventy-five years ago, the company has evolved into a global brand with its headquarter and manufacturing still located in Gullspång, Sweden.

In 1946, Tore Lööf and his family moved to Gullspång, where he began working at the local power plant. Identifying the need for electrical cable identification, Tore and Ingegerd founded Partex in 1948. Within a few years, Tore developed the PA marker, initiating a successful journey. Over the years, Partex has expanded, establishing itself as an international group of companies and distributors.

When Tore and Ingegerd retired 1986, their son TorBjörn Lööf took over the ownership. In 2008, TorBjörn's daughter, Sophie Lööf, then took over as the third-generation leader of the family business.



Sophie Lööf,  
third generation owner

## Sophie's thoughts on this milestone

"I'm proud of our family business reaching 75 years! It's incredible how my grandfather's invention has endured and evolved. Knowing that our products contribute to a safer world is meaningful. I'm grateful for our employees, our partners and customers who have been with us for many years, all contributing to our growth. Partex is strong and ready for the future. We're excited about the upcoming electrification trend where our markers will be in high demand."





"For me, it's a sense of pride and responsibility to uphold our legacy and traditions established by previous generations. The desire to carry on our family name, our core values, and contribute to our long-standing history is a strong motivator. Owning and managing a family business provides a strong purpose. You work not only for personal gain, but also for the well-being of our local communities, our employees, customers, and families."

"As a family business owner, I value having a significant influence on the direction of the business and find motivation in the opportunities and challenges of entrepreneurship. Managing and growing a family business is fulfilling, offering personal and professional growth that I want to pass on to the next generation. By respecting our company's history and embracing change, we can balance old values with new thinking. This process requires ongoing reflection and adaptation to foster a culture of tradition and evolution."

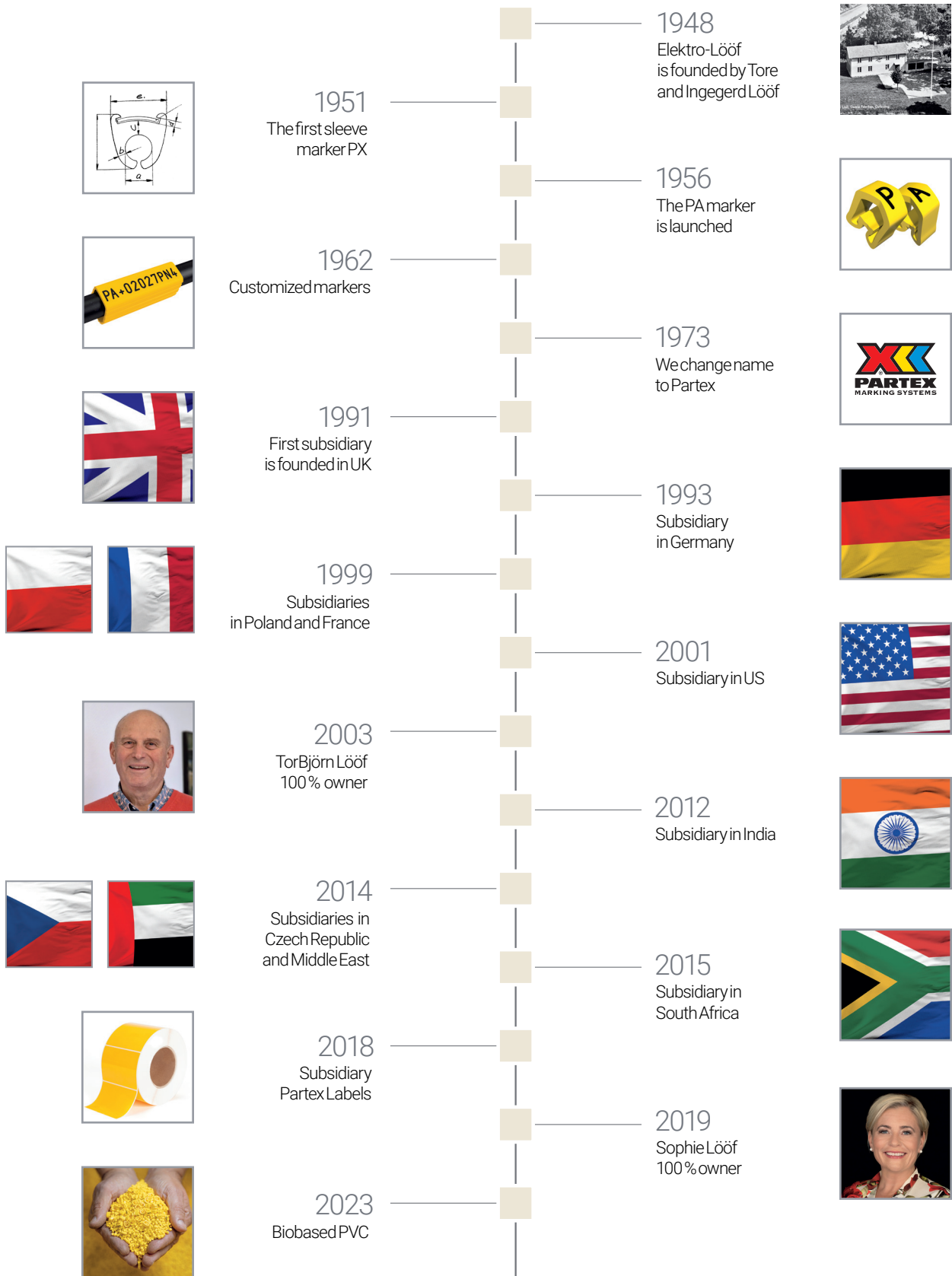


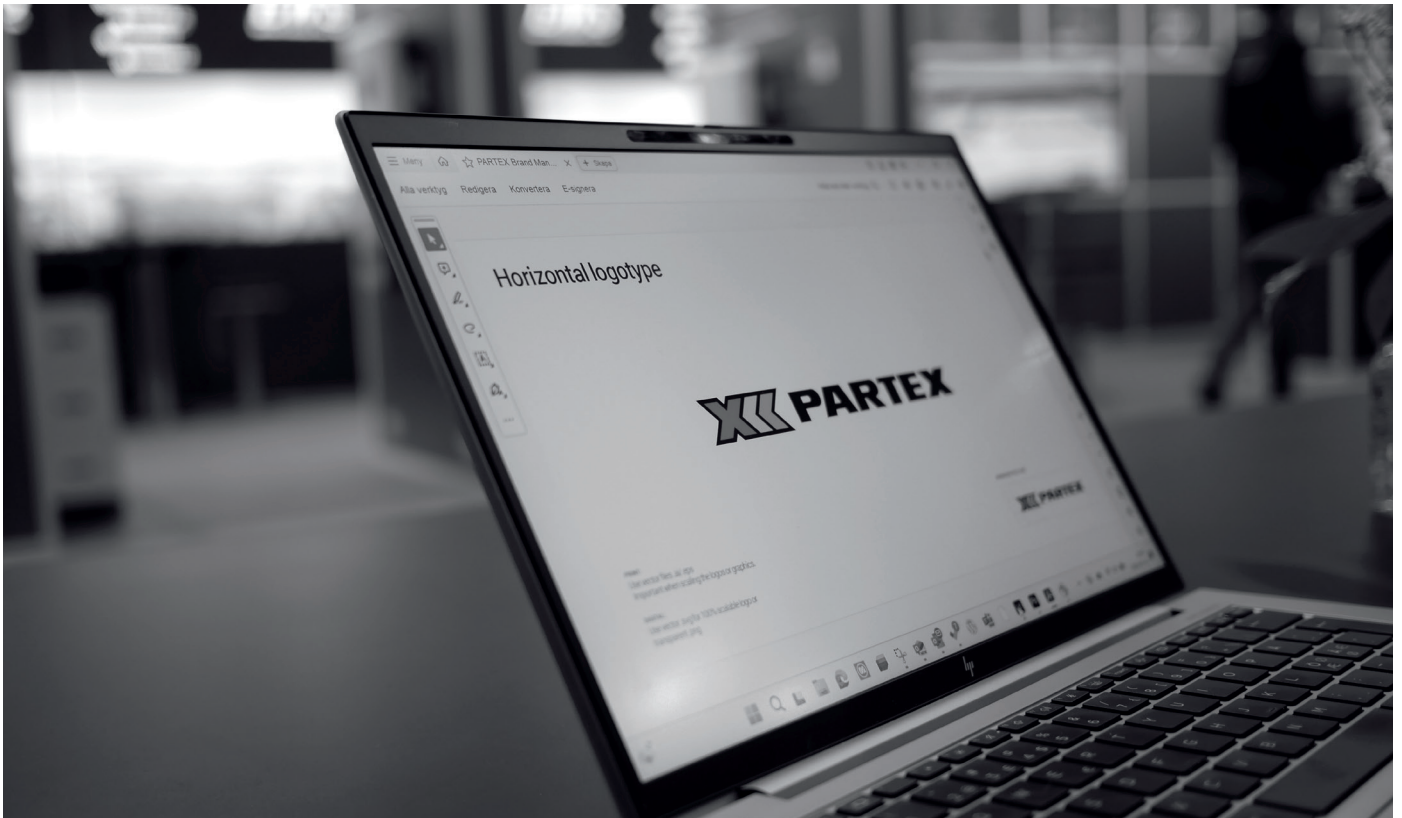
TorBjörn Lööf,  
second generation owner

### **TorBjörn reflects on his time with Partex**

"When I was one year old, my parents Ingegerd and Tore, founded Partex in Gullspång. After my military service I joined at 18, starting in production and later becoming export manager. When my parents retired, I became CEO. We expanded internationally, establishing companies in the UK, Germany, Poland, and the US. After my retirement, the company continued to grow. I'm proud to see our life's work carried on by a new generation. Today, we have a professional team driving growth in production and markets, with continuous improvement in product range and organization."

# Partex 1948 – 2023





# A unified Partex

## Together as one Partex, we become even stronger in the global market

For more than 75 years, we've been growing and entering new markets. We've turned our company into a successful, profitable group. Now, we want to keep improving by uniting our efforts under one brand, relevant in every market.

This year, we worked with a branding agency from Sweden to create a brand platform that tells who we are, what we do, and our promises to customers. Our management team and the agency began this project in December 2022 in Stockholm, aiming for a shared vision for our brand. We've also made a brand manual that shows our visual style, like logos, colours, and fonts, and rules for our graphic design standards. The first draft was presented in Manager Meeting in Germany last fall and now we have completed the platform and manual. Starting in 2024, we will update our digital channels and marketing materials with the new logo and design to reflect our brand.

This fall, Eva Sandsjö Liljedahl started in Partex, who will be the head of our new Marketing and Communication Department for the group. Eva will also be responsible for developing our brand and continuing the implementation of our new brand identity.



Eva Sandsjö Liljedahl,  
Chief Marketing and Communication Officer

### What is a brand platform?

A brand platform is the core of our company. It shows who we are, our goals, our values, and how we want to be seen. It helps us work and talk together as one Partex.

### What is a brand manual?

A brand manual is a guide on how to show our brand. It tells us how to use our logo, colours, fonts, and images in our communication.



# Making difference with biobased PVC

**Partex's dedication to environmental initiatives becomes evident with the transition from conventional PVC to biobased PVC, establishing us as pioneers in the market. Our new PVC is a bio-attributed PVC, mainly made from renewable raw materials, such as pine oil from the forestry industry. When the change is fully implemented, the CO2 impact from Partex's products will have decreased by 80%.**

The change has been well-received on the market, especially in India, where they are taking significant strides towards a more environmentally conscious future with the implementation of Extended Producer Responsibility (EPR) policies. This approach places more responsibility on producers, importers, and brand owners, aiming to shift the burden from the government to the private sector.

To shed light on how EPR is impacting day-to-day operations, we spoke with Magesh Ramadoss, Managing Director at Partex subsidiary in India.

## **How does Extended Producer Responsibility (EPR) affect Partex in India?**

As for many companies in India, EPR is a game-changer for us at Partex. It extends our accountability throughout a product's lifecycle, encouraging the development of environmentally conscious products, waste minimization, and support for recycling efforts.

This also applies to imported goods, and all companies must adapt to stricter standards. It's a significant shift and a proactive move towards sustainability.



Magesh Ramadoss,  
Managing Director at Partex subsidiary in India

## **Does the introduction of bio-attributed PVC in Partex products facilitate the transition?**

Today, every company is aiming to reduce its carbon footprint. Our clients and potential clients are actively seeking solutions to improve. With our products in bio-attributed PVC, we can assist them in achieving these objectives. This is beneficial for Partex, and we've received positive responses from our customers.

## **The EPR guidelines were implemented in 2022. How have consumers at large reacted to the changes?**

Reactions to EPR are mixed, given its impact on our daily lives filled with plastic. While it's positive and necessary for the environment, I believe the key is to develop solutions that are not only eco-friendly but also user-friendly. It makes the transition easier and more effective.

By embracing EPR, India is on the path to creating a greener and more environmentally conscious future, reducing pollution and fostering sustainable waste management practices.

# Lööf Foundation

Lööf Foundation is a philanthropic, non-profit foundation dedicated to enhancing the development and well-being of individuals, both locally and globally. The foundation was started in 2013 by Partex owner Sophie Lööf. A part of Partex's profits is channeled directly to the foundation's activities, reinforcing our commitment to corporate social responsibility.

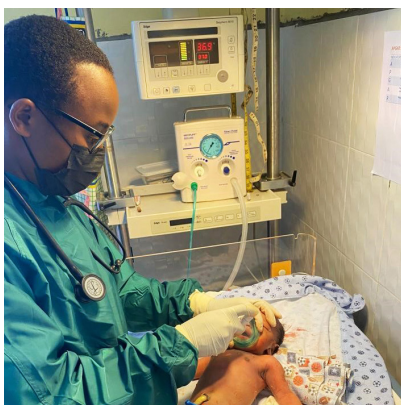
"I am passionate about helping others and being able to give back fills my life with meaning and happiness" says Sophie Lööf.



Sophie Lööf,  
Chairman & Founder  
Lööf Foundation



*Lööf Foundation support in cooperation with Hand in Hand the Matshena Garden project at the Simbumbumbu village in Zimbabwe. A region that is struggling with drought, poverty, and high unemployment.*



## Kenswed Hospital in Kenya

Kenswed Hospital, built in 2019 in Ngong, Kenya, is a health clinic and maternity hospital built in collaboration with the Zelmerlöv & Björkman Foundation and Reijlers. The aim is to provide high-quality healthcare and safe deliveries. In 2023, the hospital treated 5538 patients and delivered 58 babies. Donations of advanced care solutions are lifesaving for low-resource countries like Kenya. In 2023, the Lööf Foundation invested in respiratory support for maternity care. Kenswed Hospital now have a fully equipped dedicated resuscitation table for newborns. The hospital also continues its work with maternal care education and services for Kenya's remote communities. In 2023, the focus was on health and disease prevention education. In total, since the start, over 400 babies have been born at the hospital.



### **Simbumbumbu village in Zimbabwe**

Lööf Foundation, in collaboration with Hand in Hand, supports the 'Matshena Garden' project in Simbumbumbu village, Zimbabwe, to take the village out of extreme poverty. Villagers now grow nutritious food, selling surplus locally and to nearby mining companies. Investments include Jojo tanks, a solar-powered water pump, and garden pipes. Partex CEO Mikael Persson and Martin Erasmus, MD of Partex's South African subsidiary, witnessed its positive impact during a visit.



### **Ekuseni Primary School in South Africa**

Since 2021, Lööf Foundation has through Star for Life supported Ekuseni Primary School in Hluhluwe, South Africa. Through a unique educational program, they strengthen students' self-esteem and motivate them to invest in their education and make wise life decisions. The foundation has supported the work to create a safe environment at the school, and it has led to very positive outcomes for the students.



### **Duduzani Primary School in South Africa**

In 2023, Lööf Foundation revisited Duduzani Primary School in Durban. This time providing sports equipment and distributing food to elderly women in need. The donation of football sets, shoes, and balls brought joy to the children, complementing earlier support with school supplies and uniforms.



### **Home of Hope in Nepal**

Home of Hope, built by Lööf Foundation in Ratankot in 2016, is a family home for orphaned children in Nepal. The children receive quality education, a caring home, and learn to be self-sufficient through grow vegetables and taking care of chicken. Through support and encouragement, the children get the confidence to follow their dreams!



### **Supporting a new method for producing antivenom**

In 2023, Lööf Foundation initiated a collaboration with Snake Pharm and Ndlondlo Reptile Conservation & Education Center in South Africa, to support them in their new technology for developing snakebite antivenom through the snakes own blood. This initiative aims to ensure life-saving treatment for snakebite victims, especially in areas where access to medical care is limited.

Every year, an estimated 2.7 million people are bitten by venomous snakes, resulting in the death of more than 100,000 people as well as life-long disfigurement and disability for 400,000 more.

