



## Advising on the acquisition of Astley Signs

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PDT (now Cripps) are delighted to have advised Mindelon AB on its acquisition of Astley Signs, a leading British manufacturer and supplier of brand-building signage and creative graphic solutions. Astley offers everything from the production of a graphic profile and design to the installation of both large facade signs and small signs and graphic elements for attracting attention and wayfinding in retail stores and buildings.

Ulrica Lindunger, head of the retail solutions business area said “Noel and the team at PDT were very good to work with and I strongly recommend them. This was an important acquisition for us so we were helped by having a law firm that worked collaboratively with the other advisors on the transaction and provided pragmatic advice when we needed it. To the PDT team, thank you for all your hard work in helping us make this deal happen.”

Astley started back in 1924 and today employs around 150 employees with annual sales of circa £16m. Headquartered in Gateshead, it also operates from sites in Kettering, Leeds and Glasgow.

Mindelon AB is a privately owned Swedish company, and is a sister company to KAMIC Group and Amplex. The Mindelon group of companies operate from sites in Sweden, Finland and the UK with sales in northern Europe and the USA. It's principal focus is in providing value-added solutions to businesses operating in the retail sector.

Noel Ruddy led the transaction and said “We were thrilled to work with the Mindelon team on this acquisition. Acquiring Astley creates a significant foothold for Mindelon in the UK and will be a very valuable, and exciting, addition to its retail solutions business. We wish them every success.”



[Noel Ruddy](#)

Partner