



Case study:

We advised the shareholders of Blue Knot Topco1 Limited on their acquisition of M&R Creative Designs Limited (trading as Green Pebble).

The deal

Green Pebble is a Suffolk-based publisher specialising in greeting cards, note cards, and other stationery products featuring work from British artists.

Blue Knot, owners of Norwich-based printing and fulfilment business Page Bros, have strategically expanded their publishing arm through this acquisition. Green Pebble complements their existing publishing portfolio, particularly following their recent acquisition of Art Angels.

Our role

- Financial due diligence
- Input into legal documentation

Client:

Blue Knot Topco1 Limited

Industry sector:

Greeting cards (retailer)

Transaction:

Business purchase

Key highlight:

This acquisition represents a strong strategic fit for Page Bros, bolstering their publishing capabilities and enhancing their offering to customers. By leveraging Page Bros' operational strengths, Green Pebble is well-positioned to unlock further growth potential and continue delivering high-quality, innovative products.



Comments

Alex Tuya, Director and Shareholder of Blue Knot Topco1 Limited, said:

"Jack, David and the Larking Gowen team were fantastic, as always. Besides their expertise and knowledge, their responsiveness and ability to adapt to the needs of the deal was key, focusing the time and effort in the right places. Really grateful for their support."

David Franklin, Corporate Transactions Assistant Manager, said:

"Supporting Blue Knot with this acquisition was a great opportunity to work alongside a growing, reputable business on a strategically complementary transaction. This is a great opportunity for Page Bros to strengthen their wider offering and ensure the continued success of the local greeting cards business Green Pebble. We are pleased to have contributed to a positive outcome for both businesses."

Jack Minns, Corporate Transactions Partner, said:

"Having worked on the other side of two transactions previously with Alex it was truly a pleasure to support him and the wider Page group with their latest strategic acquisition as they continue their growth journey."