**PRESS RELEASE**

**Paris, October 22, 2024**

**Coverpla announces new capital injection led by GENEO Capital Entrepreneur, MACSF and its historic investors in order to continue honoring its CSR commitments and to accompany its growth both in France and abroad.**

**Coverpla, a renowned French supplier of ready-to-go packaging solutions for the fragrance and beauty industry, is welcoming a consortium of majority investors to its capital, led by GENEO Capital Entrepreneur and MACSF supported by Société Générale Capital Partenaires, BNP Paribas Développement and Bpifrance, who are reiterating their faith in Bruno Diepois and his management team, who are also stakeholders in the company.**



Founded nearly 80 years ago, Coverpla is a leading player in the design, manufacturing and distribution of highly personalizable high-end standard packaging for the fragrance and beauty markets. Its international expansion orchestrated by Coverpla President Bruno Diepois since his arrival in 2010 has allowed the company to cater to brands in more than 70 countries with more than 250 references. The company has subsidiaries in the United States and Italy and a differentiated positioning for small and medium-sized production runs for premium and niche products.

Renowned for the quality of its products, its flexibility, its creativity and its innovation capacity, Coverpla accompanies the development of emerging brands and collaborates with beauty’s biggest players. Thanks to its unique savoir-faire and its commitment to sustainability, the company continues to reinforce its position on the global market.

In 2023, Coverpla generated revenues of more than 25 million euros. With the entry of a new pool of investors led by GENEO Capital Entrepreneur, Coverpla is equipped with new funding to accelerate its growth, all while preserving its entrepreneurial approach. Historic investors Bpifrance, Société Générale Capital Partenaires and BNP Paribas Développement will continue to accompany the group, confirming their continued support of the current management team. Together, they will be able to target new opportunities for Coverpla, both in terms of innovation and in the conquest of new markets. This transaction also heralds the reinforcement of the management team around Sébastien Saussereau, named Coverpla’s Managing Director.

*“A capital increase is a means, not an end. The management team is in place and I hope to accompany this change by preserving the soul that has guaranteed the success of Coverpla around values including audacity, excellence, rigor and humanity,”* says **Bruno Diepois, President of Coverpla***.*

*“Coverpla is a company that has succeeded, over the years, in combining tradition and innovation by offering solutions that respond to the targeted needs of international brands. We are proud to be associated with such a strongly performing company and to be able to accompany it in the next steps of its development thanks to a co-developed, shared Growth Book,”* highlights **Delphine Jarnier, Associate Director of GENEO Capital Entrepreneur, speaking on behalf of the consortium of co-investors made up of MACSF, Société Générale Capital Partenaires, BNP Paribas Développement and Bpifrance***.*

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**About COVERPLA**

The story of Coverpla begins in **1946** with the distribution of wine and spirits bottles, before turning its focus to bottles and caps for fragrance. In the 1980s and 1990s, the company commits to the beauty industry and opens up to international markets with a global offer of ready-to-go solutions. It continues to grow until its acquisition by Bruno Diepois in 2010, and has flourished further ever since. Coverpla accompanies its international expansion with the creation of a subsidiary in the United States in **2016**, followed by Italy in **2024**. Its catalog of caps and standard bottles grows each year, as does its industrial footprint, with sustainable development as a growth and innovation driver. Every day, Coverpla is reinventing itself for the future.

To find out more, visit: [www.coverpla.fr](http://www.coverpla.fr-ami.com)

**About GENEO Capital Entrepreneur management company**

**GENEO Capital Entrepreneur's *raison d'être* is to make positive finance available to the real economy, combining performance and meaning.**

Designed to reveal the potential for value creation, job creation and impact generation for SMEs and ETIs, GENEO Capital Entrepreneur manages a portfolio of nearly 540 million euros. Its operations include the “evergreen” GENEO Capital investment vehicle, in which capital is majority owned by families and entrepreneurs. As such, GENEO provides tailored financing adapted to each company’s pace of development, offering responsiveness and flexibility.

A business partner and “mission-driven enterprise,” GENEO is mobilized to offer support with execution of projects related to structuring, growth and transformation thanks to all of its team members, including specialized business partners (dedicated to external growth, liability structuring, positive impact, digital and innovation). It also benefits from a platform of more than 70 independent experts and a Community of more than 220 families and entrepreneurs able to share their experiences and an unrivaled business network in France. The modality of such operational support is adapted to the specific needs of each company and is established jointly between the GENEO team, the management team and other company stakeholders within a “Growth Book.”

Passionate about people who do, create and move the lines, the sole ambition of the GENEO team is to help each creator to achieve their full potential.

At GENEO, when we invest, we invest ourselves!

To find out more, visit: [www.geneocapitalentrepreneur.com](http://www.geneocapitalentrepreneur.com/)

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