



ΚΥΠΡΙΑΚΗ ΔΗΜΟΚΡΑΤΙΑ



ΕΠΙΤΡΟΠΗ ΠΡΟΣΤΑΣΙΑΣ
ΤΟΥ ΑΝΤΑΓΩΝΙΣΜΟΥ

Decision CPC: 3/ 2017

Case Number 8.13.016.26

**THE CONTROL OF CONCENTRATIONS BETWEEN ENTERPRISES LAW
No. 83(I)/2014**

**Notification of concentration regarding the acquisition by AVERY DENNISON
CORPORATION of assets and entities of HANITA COATINGS RURAL COOPERATIVE
ASSOCIATION LTD**

Commission for the Protection of Competition:

Mrs. Loukia Christodoulou,	Chairperson
Mr. Andreas Karidis,	Member
Mrs. Eleni Karaoli,	Member
Mr. Charis Pastellis,	Member
Mr. Panayiotis Ousta	Member

Date of decision: 20/01/2017

SUMMARY OF THE DECISION

On 30/12/2017, the Commission for the Protection of Competition (hereinafter the "Commission") received on behalf of AVERY DENNISON CORPORATION, (hereinafter "AVERY DENNISON"), a notification of a proposed concentration. The notification was filed according to Section 10 of the Control of Concentrations between Enterprises Law 83(I)/14 (hereinafter the "Law"). The notification concerns a concentration, according to which, AVERY DENNISON, through its subsidiaries, will acquire sole control of certain assets and entities (hereinafter the "Target") which are presently part of HANITA COATINGS RURAL COOPERATIVE ASSOCIATION LTD (hereinafter the "HANITA COATINGS").

AVERY DENNISON CORPORATION is a corporation, duly registered under the laws of the State of Delaware of the USA. The said company is active in the production of pressure-sensitive materials including labels, tags and other graphic and reflective products.

HANITA COATINGS activities which are the target in this transaction are related with the development and manufacture of coated, laminated and metalized polyester films for a wide range of industrial and commercial applications.

The concentration is based on the Asset Purchase Agreement dated 12/12/2016 (hereinafter the "Agreement"). Under this Agreement, AVERY DENNISON through its subsidiaries, will buy some assets and entities from HANITA COATINGS. HANITA COATINGS will continue to exist as a "shell company" after the deal.

The Commission, taking into account the facts of the concentration, has concluded that this transaction constitutes a concentration within the meaning of section 6 (1)(a)(ii) of the Law, since it leads to a permanent change of control of the target.

Furthermore, based on the information contained in the notification, the Commission found that the criteria set by section 3(2)(a) of the Law were satisfied and therefore the notified concentration was of major importance falling within the scope of the Law.

The relevant product market in this case was defined as the manufacturing and supplying of films. For the purposes of the present case, the geographic market was defined as that of the Republic of Cyprus.

According to the notification, there is no overlap in the activities of the companies participating in the concentration, in Cyprus. AVERY DENNISON neither manufactures nor sells window films in which the Target operates. AVERY DENNISON does not use these products as raw material and nor does it supply any raw material to the Target in relation to these products.

The Commission, on the basis of the factual and legal circumstances, unanimously decided that this concentration does not create or strengthen a dominant position as there is no affected market and therefore the concentration does not raise serious doubts as to its compatibility with the operation of the competition in the market.

Therefore, the Commission, acting in accordance with section 22 of the Law, unanimously decided not to oppose the notified concentration and declare it as being compatible with the operation of the competition in the market.

Loukia Christodoulou
Chairperson of the
Commission for the Protection of Competition