

October 2025

Acquisition

MAILLAJ (ALIZON GROUP) strengthens its presence in Southwest France with the acquisition of packaging distributors LE SPÉCIALISTE DE L'EMBALLAGE and EMBALLAGE SERVICE, advised by MBA Capital Bordeaux



MBA Capital Bordeaux supported Claude Luro in the sale of LE SPÉCIALISTE DE L'EMBALLAGE and EMBALLAGE SERVICE to the ALIZON group, through its subsidiary MAILLAJ. This transaction ensures the transfer of a well-established group recognized for its proximity to customers and strong expertise.

A packaging group rooted in Southwest France and experiencing steady growth

Created in the 1970s and acquired in 2008 by Claude Luro, LE SPÉCIALISTE DE L'EMBALLAGE (LSE) has grown continuously by combining local expansion with diversification.

The owner has successively:

- Built a modern 3,000 m² logistics warehouse in Lahonce (64), near Bayonne, in 2011;
- Acquired EMBALLAGE SERVICE near Bordeaux (33) in 2015;
- Taken over TOUT POUR L'EMBALLAGE in Tarbes (65) in 2022, now merged with LSE.

In 2022, EMBALLAGE SERVICE in Gironde moved into a new 700 m² warehouse in Montussan (33), strengthening the group's presence in the region.

With its three locations, the group covers a large territory (Pyrénées-Atlantiques, Landes, Gironde, and Hautes-Pyrénées) and offers a wide range of packaging solutions for the industrial, agri-food, and retail sectors.

Each site maintains specific expertise:

- Gironde: food packaging
- Tarbes: industrial packaging
- Basque Country: multisector offering across all three markets

A well-prepared transfer and a coherent buyer project

Wishing to hand over his companies in preparation for retirement, Claude Luro entrusted MBA Capital Bordeaux with a competitive sale process aimed at identifying the best buyer to ensure continuity of the project and support for the teams.

“In September 2024, I entrusted MBA Capital with the mission of supporting me in the sale of our packaging distribution companies serving industry and retail. Their understanding of our business, their methodical approach, and their follow-up were decisive in the success of this operation. We were able to quickly identify a buyer with a solid and coherent development plan that aligned with the company’s values.

Throughout the process, MBA Capital worked closely with me to ensure effective coordination among all parties.

I felt I had very professional support right up to the signing. I thank them for their work and their commitment over the past few months.” Claude Luro, owner of LE SPÉCIALISTE DE L’EMBALLAGE and EMBALLAGE SERVICE

Claude Luro, owner of LE SPECIALISTE DE L’EMBALLAGE et EMBALLAGE SERVICE

The ALIZON group, through its subsidiary MAILLAJ, emerged as the most relevant acquirer, sharing the same entrepreneurial values and a sustainable vision for development.

The acquisition aligns perfectly with ALIZON’s growth strategy, already strongly established in the distribution of industrial and reusable packaging.

“We were delighted to support Claude Luro in this operation, conducted with rigor and trust. Deeply committed to his teams and to service quality, he wanted to ensure the best possible succession plan for his company.” Isabelle Arnaud-Despréaux, Partner, MBA Capital Bordeaux

An acquisition that strengthens ALIZON / MAILLAJ’s development in industrial packaging

The ALIZON group (€308M in revenue in 2024) operates in three major markets:

- Industry: distribution of packaging and industrial consumables, sale, rental, and traceability of reusable packaging
- Public sector: distribution of equipment goods
- Services: digital, rental, and human resources

Its subsidiary MAILLAJ, specialized in packaging and industrial consumables, relies on a network of agencies and logistics platforms across the country and now serves 40 countries. The acquisition of LE SPÉCIALISTE DE L’EMBALLAGE and EMBALLAGE SERVICE therefore strengthens the group's territorial coverage in Southwest France and enhances its expertise in industrial and food packaging.



Philippe Deygas, CEO of MAILLAJ

MBA Capital Bordeaux's support: structuring and securing the sale

MBA Capital Bordeaux assisted Claude Luro throughout the transfer process:

- Preparation of a detailed Information Memorandum
- Valuation of the group and definition of strategic positioning
- Identification and approach of sector players in France and abroad
- Management of discussions, site visits, and negotiations
- Setup of an electronic dataroom
- Negotiation of offers
- Coordination of documentation through to closing

This mission ensured a well-managed sale that respected the owner's values and created industrial synergies within the ALIZON group.

A business transfer illustrating the region's economic dynamism

This transaction showcases the vitality of the French Southwest's economy and the ability of regional SMEs to integrate into high-performing national industrial groups.

It also confirms MBA Capital Bordeaux's role as a strategic partner for business leaders wishing to structure, enhance, and transfer their company under the best possible conditions.

Advisors involved in the transaction

Seller Advisors

- M&A Advisor: MBA Capital Bordeaux - Isabelle Arnaud-Despreaux, Alexis Fenêtre
- Legal Advisor: JURIS CONSULTANT - Benjamin Sainz
- Accounting Expert: SOGECA - Charles Benmergui

Buyer Advisors

- Legal and M&A Advisor: TALENZ ARES - Nicanor Ricote et Julien Lombard