

Innovation in Their DNA: Market Leader Cimpres and Technology Leader CloudLab deepen their partnership

Cimpres (Nasdaq:CMPR), the global leader in web-to-print mass customization, and CloudLab, the global technology leader in web-to-print software, are taking their successful partnership to the next level.



Dortmund, Nordrhein-Westfalen Mar 19, 2026 ([IssueWire.com](https://www.IssueWire.com)) - Continuity at the Helm

Following a four-year strategic investment, CloudLab is now being fully welcomed into the Cimpres family.

This step is the logical evolution of a collaboration built on a shared entrepreneurial DNA and significant success for both sides. The strategic partnership, in place since 2022, has already proven exceptionally positive for CloudLab's customers. At the helm of CloudLab, the course remains steady: Marc Horriar and Ionut Berescu will continue to lead as a dynamic duo. In their roles as CEO and CTO, and as continuing shareholders, they will consistently drive CloudLab's strategic roadmap and technological innovation while actively shaping the company's future. CloudLab draws additional strength from these established synergies to sharpen its focus on its core competency: the innovative advancement of leading web solutions for Print, Packaging, and Publishing. For customers, this results in increased innovation speed and accelerated product cycles—while maintaining the high standards of service quality and technological expertise they have come to expect.

Synergies for the Future

"The support from Cimpress has enabled us to accelerate our vision over the past few years," says Marc Horriar, Founder and CEO of CloudLab. "We have gained valuable insights and found that our cultures are a perfect match, and Cimpress' fully supports our commitment to serve all customers equally, even those who compete with Cimpress. As a result, we were never under pressure to sell. Cimpress took the time to show us the immense potential that being part of the Cimpress group unlocks, allowing us to significantly drive the future of print mass customization for all our customers as a decentralized subsidiary."

This equity alliance will further expand synergies and accelerate the joint development of new technologies. CloudLab will continue to strengthen its role as a leading technology provider, advancing mass customization

Independence Remains the Hallmark

"CloudLab's market-leading technology and its autonomous team's innovative power exemplify our strategy," explains Robert S. Keane, CEO of Cimpress. "Becoming a majority shareholder of CloudLab is the next logical step. Our goal is clear: we would like to offer our customers worldwide the best possible experience in design enablement. That is precisely why we are reinforcing the factors that make CloudLab so successful: its technological edge and entrepreneurial independence." For existing and future CloudLab customers, this step ensures they can look forward to the high quality of features and services they expect. Additionally, they will benefit from a stronger technological foundation, accelerated innovation, and access to Cimpress's global resources. CloudLab will continue to operate in the market as an independent software provider, offering its technology solutions to all market participants.

About Cimpress

Cimpress plc (Nasdaq: CMPR) helps millions of businesses build brands, stand out, and grow via custom print and promotional products. Founded in 1995, Cimpress is the global leader in web-to-print mass customization, delivering high-quality, affordable custom products quickly and conveniently—even in low quantities. Cimpress brands include VistaPrint, WIRmachenDRUCK, Pixartprinting, Pens.com, BuildASign, druck.at, Drukwerkdeal, easyflyer, Exaprint, Packstyle, Printi, Tradeprint and BoxUp. To learn more, visit cimpress.com.

About CloudLab

CloudLab develops powerful premium web solutions for Print, Packaging, and Publishing. Founded in 2013 at its headquarters in Dortmund, CloudLab now has over 80 team members at five locations worldwide and implements tailor-made web projects for small digital printing companies and international corporations alike—from the initial kickoff to the successful go-live and beyond. For more information, visit cloudlab-solutions.com.

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