

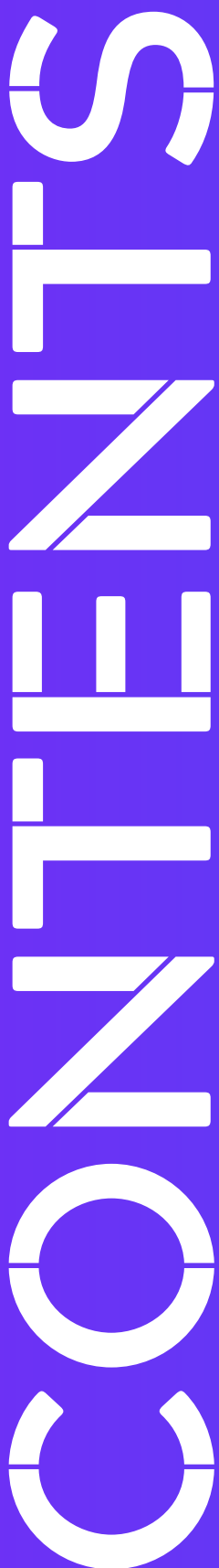


RAJA  *GROUP*

**PRESS
KIT**

2022

RAJA  *cenpac* *JPG* *Viking* *MONDOFFICE* *bernard* *Kalamazoo*  *morplan* *UDOBAR* *Welcome Office*



THE RAJA GROUP

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68 YEARS AND A GREAT AMBITION!



For more than 68 years, the RAJA Group has undertaken an ambitious development at the service of its customers, and has established itself as a leader in the distribution of packaging, office supplies, and industrial equipment in France and in Europe.

Today, we're able to speed up our development by anticipating changes in our environment and by expecting the needs of our customers. To achieve this, we made a major new acquisition in 2021 by purchasing Viking, the e-commerce brand of Office Depot Europe and Office Depot Europe's key account activities in seven European countries: United Kingdom, Ireland, Germany, Switzerland, Austria, the Netherlands, and Belgium.

This purchase is part of our strategy to grow sales, expand our customer base, and diversify our offer. We also confirm our ambition to be a global business partner: The single professional contact for all packaging solutions, office supplies, and industrial equipment needs.

We are continuing our multi-channel development strategy all across Europe. We want to bring even more innovative, customised, and environmentally friendly solutions to our customers. We are strengthening our product offering, logistics, and organisation in order to achieve our growth and profitability goals.

I am confident that our entrepreneurial spirit, our know-how, our commitment, and our values will make our success possible.



Danièle Kapel-Marcovici
President-CEO of the RAJA Group

THE EXECUTIVE COMMITTEE



DANIÈLE KAPEL-MARCOVICI
President-CEO
of the RAJA Group



NATHALIE CHAPUSOT
Managing Director,
Marketing, Sales and Digital



ALEXANDRE CHARPY
Managing Director,
Finance and Administration



CHRISTINE MABILAT
Managing Director,
Human Resources



ALAIN JOSSE
Managing Director,
Office Supplies & Equipment



BRICE KAPELUSZ
Operating Managing Director,
RAJA France

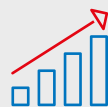


VINCENT TERRADOT
Managing Director,
International Development

THE RAJA GROUP IN 2 WORDS

RAJA Group is the leading European multi-channel distributor of office supplies and equipment for businesses. With a presence in 19 countries and 26 companies, RAJA offers the broadest offer of packaging in Europe, as well as a complete assortment of office supplies and furniture, industrial equipment, as well as janitorial and sanitary supplies. The Group's companies serve more than two million customers in Europe, from start-ups to multinational companies, in all sectors. As a French independent group created in 1954, RAJA distinguishes itself by the high quality of its products, the responsiveness and excellence of its services, as well as the proximity and the relationships with its customers.

€1.2 BILLION
2021 TRUNOVER



4,500
EMPLOYEES

A RANGE OF
250,000
PRODUCTS



19 EUROPEAN
COUNTRIES



15
DISTRIBUTION
CENTRES



86%
OF OUR PRODUCTS
ARE MANUFACTURED
IN EUROPE

26
COMPANIES

2,000,000
EUROPEAN CUSTOMERS

390,000 **m²**
STORAGE



MILESTONES



1954

Rachel Marcovici and Janine Rocher create the company "Cartons RAJA"



1976

Launch of the first catalogue "Cartons Raja"



1982

Danièle KAPEL-MARCOVICI takes over the Executive Board of "Cartons RAJA" and it's the start of the catalogue sales



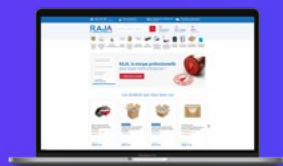
1992

"Cartons RAJA" is renamed RAJA



2006

Creation of the RAJA Foundation



2000

Launch of sales on the Internet



1997

Purchase of the Roissy site



1994

Acquisition of BINPAC in Belgium



cenpac
solutions d'emballage

2010

Acquisition of CENPAC in France



morplan

2015

Acquisition of Morplan in the United Kingdom



UDOBÄR
Qualität für Unternehmen

2017

Acquisition of UDO Bär in Germany

MONDOFFICE

Kalamazoo

JPG bernard

2019

Acquisition of JPG, Bernard, Mondooffice, and Kalamazoo

Viking

2021

Acquisition of Viking in the UK, Ireland, Germany, Switzerland, Austria, Belgium, the Netherlands

THE ACQUISITION OF VIKING



In November 2021, the RAJA Group purchased the activities of Viking, the e-commerce brand of Office Depot Europe, including the key account activities of Office Depot Europe, in seven European countries: United Kingdom, Ireland, Germany, Switzerland, Austria, the Netherlands, and Belgium.

Thanks to this acquisition, the Group is able to expand its geographical coverage, develop its logistics capabilities with the distribution centres in Leicester, UK and Großostheim, Germany, and strengthen its positions in the strategic office equipment and supplies market.

"This purchase is a unique opportunity that fits perfectly with our strategy to be a global partner of companies for all their needs of packaging solutions, office supplies and industrial equipment, with 250,000 products, available all across Europe." says **Danièle Kapel-Marcovici**, president and CEO of the RAJA Group.

7 COUNTRIES

1,200,000
CUSTOMERS

1,500
EMPLOYEES

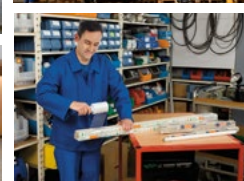
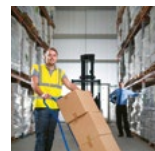
50,000
PRODUCTS



RAJA OFFICE, BTOB E-COMMERCE LEADER IN THE OFFICE SUPPLIES MARKET IN EUROPE

A new global offer of office supplies and equipment for businesses in Europe.





PACKAGING

**OFFICE FURNITURE
AND SUPPLIES**

INDUSTRIAL EQUIPMENT



JANITORIAL & SANITARY

FOOD PACKAGING

RETAIL EQUIPMENT

THE BROADEST OFFER ON THE MARKET AND HIGH VALUE-ADDED SERVICES

RAJA Group offers 250,000 products throughout its websites, catalogues, field sales force, and phone advisers. Almost all products are in stock and delivered within 24/48hours anywhere in Europe.

RAJA

Packaging, Industrial Equipment
Hygiene, Cleaning, and Safety Products
Office Supplies

UDOBAR

Handling, storage,
and industrial equipment

cenpac

Packaging and industrial equipment

bernard

Janitorial, sanitary, safety

JPG Viking MONDOFFICE

Welcome Office Kalamazoo

Office furniture and supplies

morplan

Supplies, equipment and furniture

RAJA, A EUROPEAN GROUP

RAJA Group is present in 19 European countries
with 26 companies.

RAJA

-  France
-  Belgium
-  The Netherlands
-  Great Britain
-  Germany
-  Spain
-  Austria
-  Italy
-  Czech Republic
-  Switzerland
-  Norway
-  Poland
-  Denmark
-  Sweden
-  Portugal
-  Slovakia

cenpac
solutions d'emballage

-  France

Viking

-  Great Britain
-  Ireland
-  Germany
-  Switzerland
-  Austria
-  Belgium
-  The Netherlands

JPG
bernard
Welcome Office

-  France

MONDOFFICE

-  Italy

Kalamazoo

-  Spain

UDOBAR
Qualität für Unternehmen

-  Germany
-  Austria
-  The Netherlands
-  Switzerland

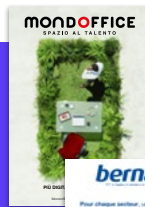
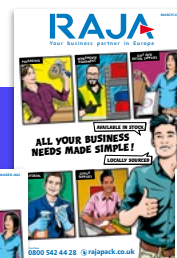
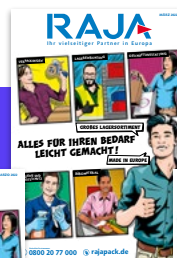
morplan

-  Great Britain



The RAJA Group companies serve two million European customers, from the smallest companies to the multinationals, in all sectors: e-commerce, industry, distribution, communities, etc.

THE GROUP'S COMPANIES



RAJA FRANCE

Operating Managing Director:
BRICE KAPELUSZ

Number of employees: 710

Storage area: 72,000 m²

raja.fr



RAJA GERMANY

Managing Director: Harald Schonfeld

Number of employees: 130

rajapack.de

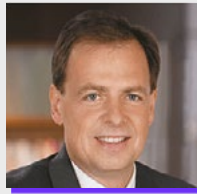


RAJA AUSTRIA

Managing Director: Gerhard Lawicka

Number of employees: 15

rajapack.at



RAJA BELGIUM

Managing Director: Gidi Pluym

Number of employees: 220

Storage area: 50,000 m²

rajapack.be



RAJA DENMARK

Managing Director: Jan Høj

Number of employees: 15

rajapack.dk



RAJA SPAIN

Managing Director: Bernard de Paaw

Number of employees: 90

Storage area: 10,500 m²

rajapack.es



RAJA HUNGARY

Number of employees: 10

rajapack.hu



RAJA ITALY

Managing Director: Lorenza Zanardi

Number of employees: 30

Storage area: 12,000 m²

rajapack.it



RAJA NORWAY

Managing Director: Monica Vigsnes Lie

Number of employees: 20

rajapack.no



RAJA NETHERLANDS

Managing Director: Gidi Pluym

Number of employees: 20

rajapack.nl



RAJA POLAND

Managing Director: Jaroslaw Kaminski

Number of employees: 60

Storage area: 7,500 m²

rajapack.pl



RAJA PORTUGAL

Managing Director: Elisa Sanches

Number of employees: 10

rajapack.pt



RAJA UK

Managing Director: Tom Rodda

Number of employees: 200

Storage area: 25,000 m²

rajapack.co.uk

rajaworkplace.co.uk



RAJA CZECH REPUBLIC AND RAJA SLOVAKIA

Managing Director: Gabriela Fabianova

Number of employees: 35

rajapack.cz

rajapack.sk



RAJA SWEDEN

Managing Director: Remi Colas

Number of employees: 35

Storage area: 12,000 m²

rajapack.se



RAJA SWITZERLAND

Managing Director: Pascal Weber

Number of employees: 15

rajapack.ch



BERNARD

Managing Director: Benoît Braeckeveldt

Number of employees: 130

Storage area: 17,000 m²

bernard.fr



CENPAC

Managing Director: BRICE KAPELUSZ

Number of employees: 330

Storage area: 42,000 m²

cenpac.fr



JPG

Managing Director: Jean-Louis Coustenoble

Number of employees: 410

Storage area: 25,000 m²

jpg.fr



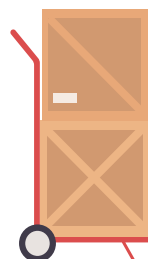
KALAMAZOO

Managing Director: Jorge Gallego

Number of employees: 130

Storage area: 12,000 m²

kalamazoo.es



MONDOFFICE

Managing Director: Irma Garbella

Number of employees: 330

Storage area: 16,000 m²

mondoffice.com



MORPLAN

Managing Director: Mark Chatterton

Number of employees: 80

Storage area: 9,000 m²

morplan.com



UDO BÄR

Managing Director: Thorsten Louis

Number of employees: 110

udobaer.com



VIKING

Managing Director: Christa Furter

Number of employees: 1,500

Storage area: 57,000 m²



WELCOME OFFICE

Managing Director: Nicolas Guin

Number of employees: 25

welcomeoffice.com



MULTICHANNEL IS THE HEART OF OUR STRATEGY

EXPERT OPINION



Nathalie CHAPUSOT,
Managing Director
Marketing, Sales and Digital

What is the place of customer relations in the RAJA Group?

We have various customers, coming from all sectors of activity, and we can meet the needs of both small businesses and larger companies. We have developed over the years a global multi-channel business strategy: catalogue sales, digital platform, and sales teams. The RAJA Group's customer-focused culture has always been one of its core values. Our close, personal commercial relationship with our customers is what builds their loyalty and sets us apart from our competitors. Each group company, in the 19 countries where we operate, has its own integrated customer relations centre. Our advisers are always there to assist customers, providing them with guidance in identifying their needs, making the right choices, and saving time and money.

What are the priorities?

Our priority has always been and will always be: Excellence for the full satisfaction of our customers. Today, online sales account for more than half of our turnover. We are heavily investing in improving our e-commerce websites. Creating new online services and tools offers a simpler, faster, more personalised customer experience, especially for Key Accounts, thanks to our powerful e-business solutions.

And tomorrow?

We have major ongoing projects: Our ambition is to launch a European internal market place, RAJAMarket, which will offer all the Group's products to all our European customers, with over 250,000 products. RAJAMarket will then be the "one stop shop" for companies for all their packaging, supplies, and equipment needs.

MULTICHANNEL IS THE HEART OF OUR STRATEGY

The RAJA Group business strategy is focused on communicating with customers across four independent channels that guarantee the customer proximity, increased responsiveness, and the smoothest possible experience: catalogues, websites, field and office-based sales forces.

CATALOGUES

Our catalogues are an essential tool for our BtoB relationships. They contain our entire product range, our sales policy, and our associated services. The Group companies publish 400 catalogues per year, with general catalogues presenting our entire offering, supplemented by thematic catalogues for each trade. Even in our highly digital world, our catalogues, and above all our General Catalogue, remain an important tool for our customers, allowing them to visualise their selections and easily compare products.

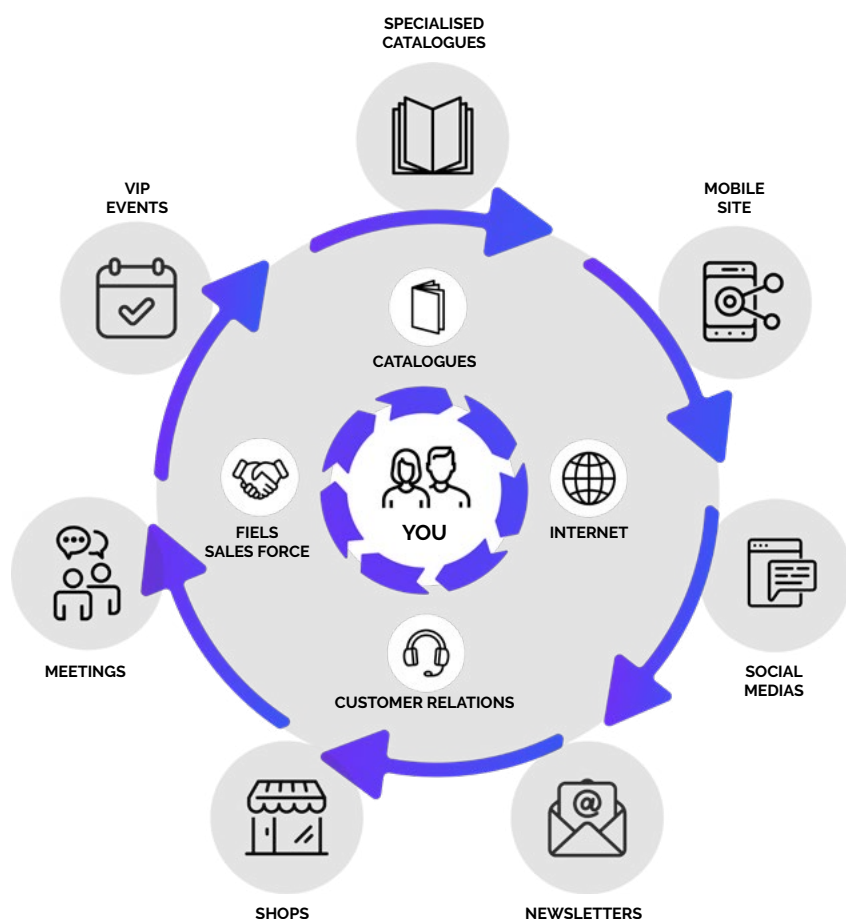
WEBSITES

Our websites seek to provide a fluid, coherent, multi-device customer experience for all our customers. We have invested heavily in the digital customer experience, and have developed many features, such as specific search engines, personalisation tools, and online configurators. We also offer innovative and efficient e-business solutions to simplify the purchasing process for our customers. Almost 60% of our sales are made on the Internet, making the RAJA Group the leading online seller of supplies, equipment, and packaging for businesses.

FIELD AND OFFICE-BASED SALES FORCES

The RAJA Group's customer-focused culture is one of its core values. Our close, personal commercial relationship with our customers is what builds their loyalty and sets us apart from our competitors.

Each Group company has its own Customer Relations Centre, guaranteeing our customers consistent personal attention and excellent service. A team of outside sales representatives is available to provide support and advice to our customers all across Europe to find the best possible solutions, helping them improve their operational efficiency and reduce their costs, while also limiting their environmental impact.





OUR COMMITMENT TO SUSTAINABILITY

We aim to be our European customers' preferred partner for all their packaging supplies and equipment purchases, and it is our ambition to be a major contributor to the ecological transition.

Our values, focus, and growth are grounded in the satisfaction of our customers, the quality of our products, the excellence of our services, and our commitments to society and to sustainable development.

As a distributor, we provide our customers with solutions that meet their needs, helping them improve their operational efficiency, reduce their costs, and limit their environmental impact. We work with our industrial partners to develop innovative, efficient, and increasingly ecological solutions.

OUR CSR APPROACH

RAJA's CSR approach is structured around six focus areas:

- Developing our responsible purchasing approach and an eco-friendly product offer
- Ensuring excellence in the relationship and service to the customer
- Investing in our human resources, promoting quality of life and safety in the workplace
- Promoting CSR initiatives with our partners
- Ensuring ethical and responsible business conducts
- Reducing the environmental impact of our activities.

The actions and commitments we are taking related to each of those focus areas are detailed in our CSR report, published and evaluated each year.

This report is available on our website: <https://corporate-www.raja-group.com/fr/nos-engagement>



RESPONSIBLE PURCHASING AND PRODUCT OFFER

We are taking concrete action to protect the environment by implementing a proactive, committed, and innovative purchasing policy. We are prioritising proximity purchases to shorten our supply chain and limit our CO2 emissions. 97% of our manufacturers are European and 86% of the products we sell are manufactured in Europe. 100% of our providers have signed our Responsible Purchasing and Sustainable Development Charter.

We are innovating, by working with our industrial partners to develop new, recyclable or reusable, eco-friendlier products made from bio-based and/or recycled materials.

OUR SOCIETAL COMMITMENTS

The RAJA-Danièle Marcovici Foundation: Empowering women

The RAJA-Danièle Marcovici Foundation has a major social responsibility role. Created in 2006 under the aegis of the Fondation de France, it provides financial support to non-profit projects promoting the emancipation of women and the improvement of their living conditions in France and worldwide. More information on the Foundation is available on page 23.

ENVIRONMENTAL IMPACT MANAGEMENT

Continuous improvements in our environmental approach is maintained throughout our activities, with 20 of our subsidiaries certified with an ISO 14001 certification, and with a regular assessment of our environmental results.



In 2021, the RAJA Group won, for the 2nd year in a row, the Ecovadis Silver Medal for its performance in Corporate Social responsibility (CSR).

Since 2020, RAJA has been involved with the United Nations Global Compact's social responsibility initiative and its 10 principles around human rights, labour and environmental standards, and the fight against corruption.

WE SUPPORT



STATE-OF-THE-ART LOGISTICS FOR FAST DELIVERY

The RAJA Group has **15 distribution centres** in Europe, including 5 automated, with a total surface area of **390,000m²**, enabling us to guarantee two of our fundamental customer promises: **availability in stock** and delivery in **24/48 hours** anywhere in Europe.



RAJA FRANCE



LOGISORGUES



MONDOFFICE



CENPAC



RAJA ITALY



KALAMAZOO



VIKING GERMANY



VIKING UK



RAJA BELGIUM



RAJA SPAIN



RAJA UK
AND MORPLAN



RAJA POLAND



RAJA SWEDEN



JPG

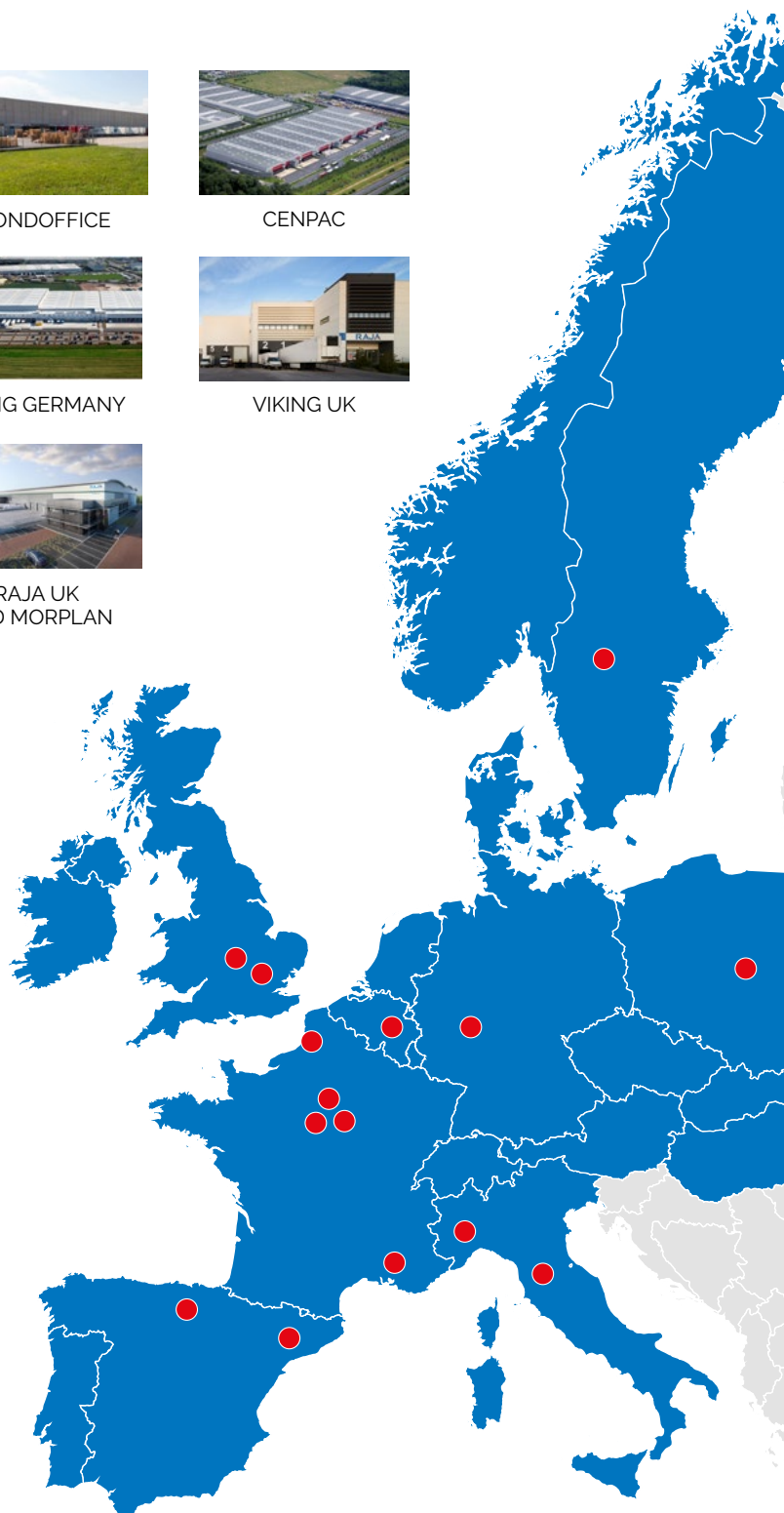


BERNARD

390,000 m²
STORAGE AREA

DELIVERY IN
24/48 hours
ANYWHERE IN EUROPE

15
DISTRIBUTION CENTRES



A GREAT COMPANY TO WORK IN

RAJA is a French family group that mobilises the energy and enthusiasm of more than 4,500 employees on a daily basis. We have always been keen to develop and preserve our teams, who are the women and men building the success of the Group every day.

PROMOTING DIVERSITY AND ENSURING FAIRNESS

In the RAJA Group, originally created by two women and now led by a very committed woman, professional equality is natural and is part of our fundamental values. Women have always had their place in the Group companies, regardless of their occupation and level of responsibility.

KEY FIGURES ON GENDER EQUALITY:

51% of the group's workforce is female

Gender Professional Equality Index 2021 of the Group's French subsidiaries:

RAJA France: **94/100**

Cenpac: **95/100**

JPG: **90/100**

Bernard: **91/100**

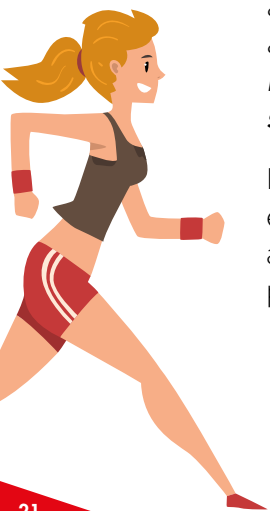
WELL-BEING AT WORK

Concerned about the balance, fulfilment and well-being of its employees, RAJA France has developed various well-being, artistic, and sporting activities, including participation in major international events.

RAJAsport, the association which manages these activities, was created in 2006 à by Danièle KAPEL-MARCOVICI, who was convinced that her teams could benefit from practising a sport.

"I believe that the values conveyed by sport, surpassing oneself, solidarity, and team spirit are the ingredients for a successful company. Practising a sport in the workplace improves quality of life at work, which means better stress management, greater mobilisation, and team performances. "
says Danièle Kapel-Marcovici, President-CEO of the RAJA Group

Particular attention is paid to the employees' well-being and quality of life in each of the Group's subsidiaries. The RAJA Group also has a European team of about thirty marathon runners, who each year wears the colours of the Group by participating in marathons in France and abroad.



A GREAT COMPANY TO WORK IN

The management team is leading the company by following a long-term oriented policy. Thanks to the Group's continued growth, there are constant professional opportunities for both external candidates and internal talents. Because we are convinced of the richness of diversity, we have developed a recruitment policy designed to encourage the integration of young people thanks to learning opportunities and have entered into partnerships to become exemplary in the integration of people with disabilities. RAJA's new employees are first chosen for their personal values, their collaborative spirit, their solidarity, and their sense of commitment, which are at the heart of our company's culture.

As an attractive employer, RAJA is identified in the top 10 of the most-liked companies by wholesale trade employees in France (Source: *Palmarès Capital/Statista 2021*).



RAJA, third most sporting company in France

On the occasion of the event " Les Trophées Sentez-Vous Sport", organised by the French National Olympic and Sports Committee, RAJA was awarded 3rd place in the ranking of the most sporting companies in France! These trophies reward companies, associations or communities who have put in place a physical activities programme for the benefit of their employees.

EXPERT OPINION



Christine MABILAT,
Managing Director, Human Resources

What do you expect from the talents you recruit?

One of the strengths of the RAJA Group is the quality of service we provide to our customers. Therefore, we expect our future employees to have this appetite for service excellence. Generally speaking, it is important that the talents we meet show "themselves" with authenticity, curiosity, and energy. Commitment to strong values of respect, solidarity, and concerns for the long term, which are very much embedded in our Group, can make a difference in the end. We recruit many talented people every year, in a wide variety of fields, such as digital, marketing, but also logistics, management control, or data analysis.

How do you build the RAJA employer brand?

It all started 65 years ago. The culture of the customer, the search for excellence, the commitment to society, and the attention to diversity, are the DNA of the RAJA Group and are embodied by our CEO, who has been at the head of the family group for 40 years. Our strength: To be a leading, independent group, present throughout Europe, which bases its success on a long-term strategy of growth and development, committed to working with partners sharing the same beliefs.

A COMMITTED COMPANY: THE RAJA-DANIÈLE MARCOVICI FOUNDATION



Created in 2006 under the aegis of the Fondation de France, the RAJA-Danièle Marcovici Foundation supports initiatives to empower women in France and around the world. In 2021, the Foundation celebrated **15 years of commitment and actions.**

SUPPORTING PROJECTS FOR WOMEN'S EMPOWERMENT

The Foundation is developing partnerships with French associations that are mobilising on the ground, all over the world, to empower women and improve their living conditions. It **provides financial support** for projects in its **4 areas of intervention:**

- The fight against violence against women and girls
 - Women's education and leadership
- Women's economic rights and professional integration
 - Women's actions for the environment

Since 2013, the Foundation has held the Fondation RAJA Women's Awards, which pay tribute, in each edition, to impactful projects for women and are selected by a jury of qualified personalities.



PARTICIPATING IN THE MOBILISATION OF CIVIL SOCIETY

To raise awareness among its customers and give them the opportunity to make solidarity purchases, RAJA has been renewing its product-sharing programme for the past 5 years: **"Women & Environment"**. For every purchase made by a customer from a selection of eco-responsible products, €1 is donated to the Foundation by RAJA to support projects carried by women for sustainable development.

STRENGTHENING THE COMMITMENT OF RAJA EMPLOYEES

Embedded within the RAJA Group, the Foundation's mission is also **to involve the employees** in its action and the cause it defends, while encouraging them to engage with it. Launched in 2013, **the RAJApeople programme** offers RAJA France employees different ways of involving themselves to support actions in favour of women: the micro-donation (or wage round-up), volunteering skills, sponsoring projects and participating in solidarity events organised throughout the year within the Group.



I have always thought that companies do not only have an economic vocation but also a social and societal role.

*Danièle Kapel-Marcovici,
President of the RAJA-Danièle MARCOVICI Foundation*

THE PROJECTS SINCE 2006

576

co-funded projects

312

supported NGOs

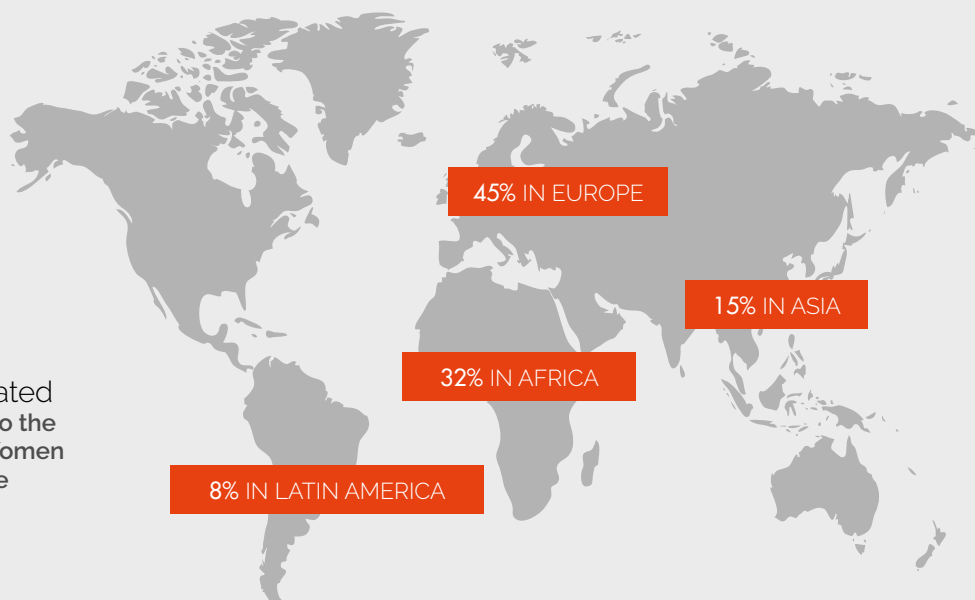
More than **100,000**
women beneficiaries

56

countries of intervention

More than **€11 Million** allocated
including nearly €2 Million thanks to the
product-sharing operation of the Women
and Environment action programme

ACTION PROGRAMME
**Women &
Environment**
supported by the RAJA-Danièle Marcovici Foundation





THE RAJA ART COLLECTION: ART AND PACKAGING

Danièle Kapel-Marcovici, who is passionate about contemporary art, supports current creation in all its diversity through **the purchase of original works, all using or representing packaging materials.**

The RAJA ART collection includes more than a hundred works: Sculptures, paintings, engravings, and collages, and is constantly growing over the years.

Located at the company's European headquarters, the collection unites employees around common values - creativity, imagination, modernity, and gives them privileged access to contemporary art.

www.collection-raja-art.com

VILLA DATRIS FOUNDATION FOR SCULPTURE

Danièle Kapel-Marcovici's commitment to the current artistic creation led her to create in 2010, with her partner Tristan Fourtine, **an endowment fund for contemporary sculpture, the Villa Datris.**

Located in Isle-sur-la-Sorgue, in the Vaucluse, the Villa Datris, with its old 19th century Provençal building and garden, offers a large space for expression and exhibitions, intended to promote the works of young emerging talents or internationally recognised artists. Danièle Kapel-Marcovici emphasises on the vocation of patronage, of opening to all audiences, of promoting and raising awareness of the various forms of expression of the sculptors exhibited.

www.fondationvilladatris.fr

RAJA AND COMIC BOOKS: A STORY MADE TO LAST



FESTIVAL INTERNATIONAL DE LA BANDE DESSINÉE ►

The main partner of the Festival since 2018, the RAJA Group has renewed the partnership in 2021 for three more years, until 2024, in order to contribute to the success of this major cultural event in our country. Through this renewal, RAJA reaffirms its commitment to art, culture, and sustainable development.

RAJA is working daily with the different actors of the comic book ecosystem (publishers, booksellers...) in order to allow them to pack, protect, and ship their books and to make them travel safely. The Festival is a unique opportunity to promote these solutions, but also to discover the innovative uses of cardboard, a naturally ecological material.

Since 2019, RAJA is committed to supporting the Festival's sustainable development approach by positioning cardboard at the heart of the event, with the realisation of furniture (bookcases, furnitures, stands...) and exhibition scenography in cardboard.



RAJA Space at the Festival, fully made from cardboard.



On the occasion of the renewal of this partnership, the RAJA Group has made a new strong commitment, with the sponsorship of a new official Festival prize, the RAJA Eco-Fauve. This prize aims to highlight and promote the increasing number of authors who address the theme of sustainable development.



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This partnership illustrates our desire to be the driving force behind the ecological transition in our field, and enables us to promote cardboard as a practical, ecological, and noble material.



Danièle Kapel-Marcovici,
President-CEO of the RAJA Group



ABOUT DANIÈLE KAPEL-MARCOVICI, CEO OF THE RAJA GROUP

Danièle Kapel-Marcovici is President-CEO of the RAJA Group and the founder of the RAJA-Danièle Marcovici Foundation.

She began her career as a sales representative with "Cartons RAJA", the company created by her mother Rachel Marcovici, in 1954. Danièle Kapel-Marcovici then took charge of the Marketing Department, gaining experience in each of the company's different departments before becoming CEO in 1982.

In the mid 1990's , she decided to internationalise the company by developing a multi-channel strategy. In July 2009, Danièle Kapel-Marcovici was appointed Knight of the Legion of Honour by the Ministry of Economy, Industry, and Employment.

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