



GraVo Acquires WAREG and COOLIKE, Expanding Its Group to Include Wet Wipes, Hygiene Products, and Specialized Packaging Solutions

Merger strengthens European production and service group for cosmetics, perfume, wet wipes, hygiene products, scented candles, and flexible and industrial contract manufacturing

Essen/Bensheim, June 24, 2026 – GraVo Beteiligungsgesellschaft mbH is acquiring WAREG Verpackungs-GmbH and COOLIKE-Regnery GmbH. With this transaction, GraVo is strategically expanding its group of companies to include additional production and development expertise in the areas of wet wipes, sachets, flow packs, hygiene products, disinfectant products, and specialized filling and packaging solutions.

The existing locations, established expertise, and familiar points of contact at WAREG and COOLIKE will be retained and consistently developed further within the group. The parties have agreed not to disclose the purchase price or other financial details of the transaction.

“With WAREG and COOLIKE, we are acquiring two companies with extensive experience, established customer relationships, and highly attractive production capabilities. Together, we are creating an exceptionally broad range of services—from product concept and formulation development through manufacturing and filling to packaging and market launch,” explains Klaus Grabowsky, Managing Director of GraVo Beteiligungsgesellschaft mbH.

WAREG: Production and Outsourcing Partner for Filling, Packaging, and Full-Service Projects

WAREG Verpackungs-GmbH, headquartered in Bensheim, was founded in 1984 and has grown from a small contract filling operation into an established manufacturing company with approximately 80 employees. The company specializes in contract manufacturing, contract filling, and contract packaging of products in the personal care, cosmetics, cleaning, hygiene, and disinfection sectors.

Services include, among other things, the manufacture of liquids, active ingredient solutions, and emulsions based on customer or in-house formulations; filling into various primary packaging formats; the production and packaging of sachets and flow packs; filling stand-up pouches and pull-tab cans; filling into spray bottles; as well as kitting and contract packaging.

WAREG strategically complements the group’s existing portfolio, particularly in the area of flexible packaging formats. Upon request, customers can implement the entire process—from product development through manufacturing and filling to final packaging and the shipment-ready product—within a coordinated project setup.

COOLIKE: Wet Wipe Expertise Since 1676

COOLIKE-Regnery GmbH has specialized in the development and marketing of wet wipes since 1979. The family-run company offers a variety of wipe materials, package sizes, and application concepts for cosmetics, personal care, refreshment, wellness, cleaning, hygiene, disinfection, travel, leisure, food service, promotional items, and private-label products.

Through the merger of COOLIKE and WAREG, customers will in the future be able to draw on both existing product concepts and custom-developed wet wipe solutions. Development, liquid production, wipe assembly, packaging, and marketing can now be more closely integrated within the corporate group.

Complementary Expertise Along the Value Chain

WAREG and COOLIKE complement a group that already brings together specialized companies along the value chain for cosmetics, perfumes, and lifestyle products. Cosmetic Service specializes in industrial cosmetics and perfume production, including formulation development, scale-up, the manufacture of emulsions, gels, liquids, and perfumes, as well as fully automated filling of larger production runs.

As the central hub, CSE-Cosmetics handles project management, product and concept development, formulation and product briefings, packaging selection, procurement, cost calculation, production control, and regulatory support through to market launch.

B4U Laboratories d.o.o. in Slovenia expands the group's offerings with flexible production solutions for startups, niche brands, premium concepts, and smaller market launches. These include small- and medium-volume runs, semi-automatic and manual filling, sample runs, test-market productions, white-label and private-label concepts, and sophisticated hand-packaging.

Asterblume complements the portfolio with scented candles and home fragrance products. This enables cosmetics and perfume brands to expand their product ranges with matching home fragrance and lifestyle concepts—from custom scented candles to gift and promotional sets, all the way to coordinated fragrance collections.

A single point of contact for a broad range of services

The merger creates a corporate group capable of producing products in a wide range of quantities, packaging formats, and product categories. The combined portfolio ranges from cosmetics and skincare to personal care, hair care, perfume, wet wipes, hygiene and disinfection products, cleaning products, sachets, flow packs, stand-up pouches, bottles, tubes, jars, airless packaging, and gift sets, all the way to scented candles and home fragrances.

This results in concrete operational advantages for both existing and new customers: a wider selection of product and packaging formats; production capabilities for small batches, market tests, medium production volumes, and large-scale industrial production; shorter development and decision-making processes; and more options for product families and complete product lines.

A product can initially be launched in small quantities and, as demand grows within the group, transitioned to larger production facilities. At the same time, multiple production sites and diverse technical capabilities increase flexibility in capacity planning, handling order peaks, and meeting short-notice customer requirements.

Joint Growth Strategy

WAREG and COOLIKE are to retain their identities, their proven expertise, and their existing customer relationships. At the same time, both companies will be integrated into the group's sales, development, and production structures.

“Our goal is not to standardize successful companies. We want to preserve their individual strengths and intelligently combine them,” emphasizes Klaus Grabowsky. “Our customers should benefit from a broader range of services, greater production flexibility, shorter supply chains, and greater supply reliability.”

With this acquisition, GraVo is continuing its strategy of bringing together specialized companies from the cosmetics, fragrance, packaging, hygiene, and lifestyle sectors to form a high-performing European manufacturing and services group.

About the GraVo Group

The group, managed by GraVo Beteiligungsgesellschaft mbH, brings together specialized production and service companies for cosmetics, perfumes, wet wipes, hygiene products, packaging solutions, scented candles, and home fragrances.

In addition, GraVo invests in collaborations with influencers and content creators to successfully establish innovative consumer goods brands in the market. At the same time, the group actively seeks out established companies, technologies, and brands that complement its existing service portfolio. In doing so, GraVo also positions itself as a long-term strategic partner for entrepreneurs seeking a reliable buyer with an entrepreneurial approach to development as part of a business succession plan.

Following the completion of the transaction, the group will include Cosmetic Service GmbH, CSE-Cosmetics, B4U Laboratories d.o.o., Asterblume, WAREG Verpackungs-GmbH, and COOLIKE-Regnery GmbH. The group supports brands and retail companies from the initial product idea through development, regulatory affairs, and packaging procurement to manufacturing, filling, packaging, and delivery.



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