



For Immediate Release

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PICANOVA INC. LAUNCHES U.S. OPERATIONS HUB IN OBETZ

Global Customization Leader to Create 246 Jobs with New Production Facility

Columbus, Ohio – Picanova Inc., the U.S. subsidiary of The Customization Group (TCG), a global leader in customized wall décor and lifestyle products, has announced plans to open a new state-of-the-art production and fulfillment facility in Obetz. The multi-million-dollar project will create 246 new jobs and marks a major expansion of the company's North American footprint.

As part of its North American growth strategy, Picanova will expand its operations by relocating its Miami facility to the Columbus Region, establishing a centralized hub that enhances production capacity and delivery efficiency. This move represents a significant investment in long-term scalability and service excellence. Meanwhile, the company's facility in Phoenix, Arizona will remain fully operational, continuing to play a vital role in supporting production and distribution across the western United States.

"Our expansion into the Columbus Region is a major milestone for our North American operations," said Philipp Mühlbauer, CEO of The Customization Group. "With this strategic move, we're not only strengthening our U.S. presence, but also creating high-quality jobs and significantly improving delivery speed and service for our American customers."

The company will begin hiring immediately, with operations slated to begin in Q3 2025.

"The arrival of Picanova is a significant win for Obetz and our residents," said Obetz Mayor Angela Kirk. "This investment brings new jobs, opportunities, and energy to our community. We are proud to welcome a global innovator that sees the value in our people and our location."

Picanova's focus on customized, on-demand production aligns well with Ohio's strengths in advanced manufacturing and real-time distribution. The state's central location and transportation networks will enable the company to reach customers across the U.S. with greater speed and efficiency.

"Picanova's investment establishing its first Midwestern facility in Obetz underscores how the state has established itself as a national leader in innovative, tech-driven manufacturing," said J.P. Nauseef, President and CEO of JobsOhio. "With access to world-class logistics and a growing base of skilled talent, Picanova's new facility is perfectly positioned to serve American customers and accelerate its North American growth."

"Our region continues to attract global companies that recognize our advantages for scale, speed, and market reach," said Kenny McDonald, President and CEO of One Columbus. "Picanova's decision to build its U.S. hub here further validates our logistics infrastructure and the unique ability of the Columbus Region to power next-generation manufacturing."

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About JobsOhio

JobsOhio is a private nonprofit economic development corporation designed to drive job creation and new capital investment in Ohio through business attraction, retention and expansion. The organization also works to seed talent production in its targeted industries and to attract talent to Ohio through [Find Your Ohio](#). JobsOhio works with seven regional partners across Ohio: [Dayton Development Coalition](#), [Lake to River, Ohio Southeast](#), [One Columbus](#), [REDI Cincinnati](#), [Regional Growth Partnership](#) and Team NEO. Learn more at www.jobsohio.com. Follow the company on [LinkedIn](#), [Twitter](#) and [Facebook](#).

About One Columbus

One Columbus serves as the economic development arm of the Columbus Partnership, leading a comprehensive growth strategy across the 11-county Columbus Region that develops and attracts the world's most competitive companies, grows a highly adaptive workforce, prepares our communities for the future, and inspires corporate, academic and public innovation. One Columbus expertly guides companies through the location decision process. Through strategic business outreach and customized research, the One Columbus team leverages public, private and institutional partnerships to grow the Columbus Region's economy and strengthen its national and international competitiveness. Funding is received from more than 300 private organizations, local governments, academic institutions and JobsOhio. Learn more at ColumbusRegion.com.

About Picanova Inc. and The Customization Group

Picanova Inc. is a U.S.-based company and wholly owned subsidiary of The Customization Group (TCG), headquartered in Cologne, Germany. TCG is a global pioneer in print-on-demand mass customization, serving customers in more than 170 countries through its portfolio of e-commerce brands. The group operates production facilities in Poland and Latvia, as well as Phoenix, Arizona (USA), and fulfills millions of personalized photo products and lifestyle items annually.