

Stuttgart, January 2021

Wintergerst finds a buyer for a company of Wurzel Mediengruppe

Wintergerst Societät für Unternehmer-Beratung accompanied the sale of Wurzel Medien GmbH to P2 MedienInvest Holding GmbH in an advisory capacity. This is already the second company of Wurzel Mediengruppe for which Wintergerst, acting under engagement from the insolvency administrator, Dr. Dietmar Haffa from Schultze & Braun, has found an investor.

P2 MedienInvest Holding GmbH will take over the operations of Wurzel Medien GmbH effective 11 January 2021 in the course of an asset deal. The operations of the provider of digital solutions, which has locations in Esslingen and Düsseldorf, will be continued under the newly founded entity, Wurzel Digital GmbH. 22 of the 31 employees have been taken on by the new entity.

P2 MedienInvest intends to actively shape the consolidation process that is underway in the printing industry. Many companies in the graphic design and printing industry are no longer viable on their own or are facing succession issues. Peter Dankesreiter and Peter Sommer, the two managing shareholders of P2 MedienInvest in Stuttgart, have been active players in the printing industry for decades and have proven many times that they have a feeling for new profitable fields of business.

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“Our approach is to reorganize the capacities of the printing industry by combining it into specialist units. We will apply this approach to Wurzel Media to bring it back into the black,” explained Peter Dankesreiter and Peter Sommer from P2 MedienInvest.

“I am happy that we have secured the long-term future of another entity of Wurzel Mediengruppe. All involved worked closely, rapidly and constructively together to allow the takeover to be conducted so shortly after insolvency proceedings were applied for,” says Dietmar Haffa from Schultze & Braun.

“The negotiations with the investor proceeded swiftly and purposefully. I am very optimistic that Wurzel Medien will be successful under the new constellation. We are currently in promising negotiations for other entities in the Wurzel Group,” reports Jörg Mayer who is managing the project at Wintergerst Societät für Unternehmer-Beratung.

“Our industry expertise and familiarity with the specific needs of family-owned companies facilitated our investor search. As a result, we were able to find a suitable buyer via our extensive network,” says Volker Wintergerst, founder and president of Wintergerst Societät für Unternehmer-Beratung.

About Wintergerst Societät für Unternehmer-Beratung

Wintergerst Societät für Unternehmer-Beratung GmbH & Co. KG, Stuttgart and Hamburg, is a firm of consultants that is specialized in serving mid-cap family-owned companies. The consulting focus lies on accompanying corporate transactions, restructuring businesses and strategic realignments. Wintergerst possesses exemplary industry experience and implementation skills, regularly assigning individuals with many years of management experience in the respective industry to its engagements. Its active membership in the ICFG international network gives Wintergerst a global footprint as well. www.wintergerst.com

About Schultze & Braun

Schultze & Braun is one of Germany's leading law firms providing advice on business restructuring and insolvency law. With approximately 700 employees at more than 40 offices in Germany and other European countries, Schultze & Braun supports companies locally, nationwide and internationally in all kinds of legal, tax and business matters. www.schultze-braun.de



Wurzel Mediengruppe in Esslingen (image source: Wurzel Mediengruppe)

Images can be downloaded from: www.sympra.de/downloads/Wintergerst/Wurzel.zip