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Wintergerst advises the MBO Group and assists its takeover by Heidelberger Druckmaschinen AG

Wintergerst Societät für Unternehmer-Beratung has provided a full suite of consulting services to the family-owned company Maschinenbau Oppenweiler Binder GmbH & Co. KG and accompanied its sale to Heidelberger Druckmaschinen AG.

The Binder family has signed a purchase agreement with Heidelberger Druckmaschinen AG for the purchase of the MBO Group. The two companies announced the deal at the beginning of October. The MBO brand will be continued within the course of the planned takeover.

The MBO Group, based in Oppenweiler near Stuttgart, develops, manufactures and distributes top-quality innovative machines for the post-processing of digital and offset printing jobs and for mailing, pharmaceuticals and other special applications.

The Group will be integrated in Heidelberger Druckmaschinen AG for the future. The transaction extends to all the locations of the MBO Group (Oppenweiler, Bielefeld and Perifita in Portugal) and involves 450 employees. Subject to approval from the cartel office, it should be concluded by the end of 2018. Together with Heidelberger

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Druckmaschinen AG it is planned to expand the product offering to address the growing post-processing market for digital printed products.

The acquisition allows Heidelberger Druckmaschinen AG to offer its customers a seamless industrial process in networked value chains. Efficient post-processing promises great potential to enhance the productivity of the entire printing operation. At the same time, Heidelberger, with its 11,500 employees and 160-year tradition, obtains access to new customers in the pharmaceuticals industry and expands its portfolio in offset printing to include mailing systems.

“The transaction is an important strategic step for the MBO Group to allow us to keep driving forward the digitization process and consistently pursue the expansion of digital production into the post-processing industry,” says Thomas Heining, CEO of the MBO Group.

Renate Binder, representing the family shareholders, is convinced. “With Heidelberger at our side, we have won a strong partner with whom we can set the course for a successful future.”

“The planned takeover of the MBO Group allows us to grow sustainably and profitably with new technologies and customer segments,” comments Rainer Hundsdörfer, CEO of Heidelberger. “For our customers, the acquisition of the digital offering of MBO closes a gap in our otherwise seamless industrial process for the digital future. In addition, we anticipate synergies in our value chain that will bring tangible benefits for our customers.”

Ahead of the transaction, Wintergerst Societät assisted the MBO Group with the strategic realignment of its business model and advised it extensively over an extended period during its realization, along with defining a number of projects aimed at securing the future viability of the mid-cap engineering firm and supporting it with their implementation.

Volker Wintergerst is satisfied that a renown industrial partner for the family-owned company has been found in Heidelberger Druckmaschinen AG. "The prime focus of the challenge we were presented with was on implementing a solution that is optimal for the family owners from a number of different perspectives. We are happy that our activities to bring the transaction to maturity have made a valuable contribution for MBO and its shareholders." His co-partner, Christian Kunz, who has supported the firm since the beginning of the year as a second director, is similarly optimistic. "Our expertise in engineering and our understanding of family-owned businesses enabled us, together with the management, to put MBO on a fundamentally new and solid foundation. "We are certain that the measures that have been taken will secure the future viability of the MBO Group for the long term."

About Wintergerst Societät für Unternehmer-Beratung GmbH & Co. KG

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 focus lies on assisting corporate transactions, restructuring companies, realigning business models and structuring solutions for succession issues. It regularly draws on industry experts with many years of experience in the respective industry. www.wintergerst.com