

**Stuttgart, February 2021**

## **Wintergerst assists the sale of Gmähle-Scheel, a printing services provider in Schwäbisch Hall**

**Wintergerst Societät für Unternehmer-Beratung has found a buyer for the printing company, Gmähle-Scheel. This is already the third company of Wurzel Mediengruppe where Wintergerst, acting under engagement from the insolvency administrator, Dr. Dietmar Haffa from Schultze & Braun, has assisted in the sale.**

An Austrian family-owned company has agreed to take over the entire operation with all 30 employees effective 1 February 2021 and will continue the business at the current premises in Schwäbisch Hall as an independent entity trading under the name of Gmähle Print & Mailing GmbH.

“With the sale of Gmähle-Scheel to the Austrian investor, 30 jobs will be retained. It is good to see the faith put in the performance of the company and its workforce and that the operations of another company of Wurzel Mediengruppe can be continued over the long term,” says Dr. Dietmar Haffa from Schultze & Braun.

“The printing industry is marked by very intense competition. Nevertheless, we have managed to find a buyer for Gmähle-Scheel who sees the opportunities afforded by the company and will lead it with a clear vision into the future,” says Jörg Mayer, who managed the project for Wintergerst Societät für Unternehmer-Beratung, happy with the outcome.

Contact for **readers**:

Volker Wintergerst  
Wintergerst Societät für  
Unternehmer-Beratung GmbH & Co.  
KG  
Augustenstrasse 1  
70178 Stuttgart  
Phone: +49 711 699 855-0  
Email: info@wintergerst.com  
Website: www.wintergerst.com

**Media** contact:

Sympra GmbH (GPRA)  
Agentur für Public Relations  
Staffenbergstrasse 32  
70184 Stuttgart  
Phone: +49 711 947 67-0  
Email: wintergerst@sympra.de  
Website: www.sympra.de

“The fact that the negotiations could be concluded so rapidly is proof that Gmähle-Scheel not only has a solid foundation, but that it is also well-equipped for the future. We managed to communicate this to potential investors in our network. It is already the third company of the Wurzel Group for which we have been able to find a buyer,” says Volker Wintergerst, founder and managing partner 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 middle market 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](http://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](http://www.schultze-braun.de)*



*Wurzel Mediengruppe in Esslingen (image source: Wurzel Mediengruppe)  
Image can be downloaded from: [www.sympra.de/downloads/Wintergerst/Wurzel.zip](http://www.sympra.de/downloads/Wintergerst/Wurzel.zip)*