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## **Wintergerst assists with the sale of OPTIMA automation GmbH to Private Assets AG**

**SIM Automation GmbH acquires the automation subsidiary of OPTIMA. The acquisition process was accompanied by Wintergerst Sociétät für Unternehmer-Beratung from its inception right through to its completion.**

The Optima group of companies based in Schwäbisch Hall is a third-generation family-owned and operated specialist in packaging machines and filling stations with 2,800 employees spread over 20 locations worldwide. Its subsidiary, Optima automation GmbH, is a specialist in assembly technology with a workforce of approximately 50 employees based in Fellbach.

Private Assets is an investment holding company domiciled in Hamburg that has specialized in strategic investments in middle-market companies in distressed situations. SIM Automation GmbH, a firm in the portfolio of Private Assets, will become the new parent company of Optima automation, retaining the location in Fellbach and its entire workforce. With the new owner, development and growth opportunities open up for the operations of the newly founded SIM Technologies GmbH. "We have managed to find a new owner that, like OPTIMA, has deep roots in the culture of the middle market. The long-term perspectives afforded by Private Assets AG and its acknowledged development expertise make it the ideal partner. We benefited from our many years of experience in mergers and acquisitions and our familiarity with the industrial sector," adds Lars Gairing, who managed the project for Wintergerst.

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**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)*