

Press Release

After successful restructuring: STRATIC now part of ECHOLAC Group – Management remains in the hands of Axel Bree

28 August 2025 · Garbsen / Hong Kong · Business
Area: Restructuring

The longstanding luggage brand STRATIC is entering a new era with a strong international partner: After the approval of the creditors' meeting in the in-court restructuring proceedings under debtor-in-possession management, STRATIC is now part of the ECHOLAC Group, Hong Kong. Management remains in the hands of Axel Bree.

“We have used the challenging past years to further develop STRATIC into a solid and future-oriented brand for our customers, partners, and employees. We are now pleased to unlock new international opportunities as part of the ECHOLAC Group,” says Axel Bree, Managing Director of STRATIC. “Our goal remains to offer innovative, sustainable, and smart luggage that sets standards in the industry.”

The restructuring was successfully implemented in cooperation with restructuring expert Dr. Oliver Liersch (PLUTA Rechtsanwalts GmbH) as general agent, his team led by attorney Günther Hahn and economist Jürgen Schendel (also PLUTA Rechtsanwalts GmbH), and insolvency monitor Silvio Höfer (Anchor Rechtsanwaltsgesellschaft mbH). The M&A experts at

PLUTA press contact

Patrick Sutter
relatio PR
+49 89 210 257-22
presse@pluta.net

PLUTA expert



Dr. Oliver Liersch

Rechtsanwalt, Fachanwalt für
Insolvenz- und Sanierungsrecht,
Fachanwalt für Handels- und
Gesellschaftsrecht



Günther Hahn

Rechtsanwalt

About PLUTA

PLUTA assists companies facing legal and financial challenges. The firm provides support for reorganisations and transactions and helps companies to restructure and maintain their operations in crisis and insolvency situations. If necessary, PLUTA restructuring experts may also assume leadership roles in other businesses. Since the company was founded in 1982, PLUTA has constantly grown and today has a staff of approximately 500 employees in Germany, Spain and Italy. More than 290 business and management experts, attorneys, business lawyers, tax consultants, public auditors, certified accountants, economists, banking and bookkeeping experts, engineers and insolvency administration specialists, many with multiple qualifications, ensure practicable and economically sound solutions. PLUTA is one of the top restructuring companies, as demonstrated by rankings and awards from INDat, JUVE, The Legal 500, Who's Who Legal, brand eins, Wirtschaftswoche and Focus. Further information is available at www.pluta.net.

Press Release

WAYES led the M&A process under Director Silvan Drasch.

Business operations continue uninterrupted, and all products remain available from the online shop. Through joining ECHOLAC, STRATIC gains access to global markets and new technological resources.

ECHOLAC Group and STRATIC embark on a new chapter together

The partnership with the STRATIC team and Axel Bree marks the further development of the iconic German brand, supported by ECHOLAC's global design and manufacturing expertise. The buyer will operate under the name STRATIC International GmbH in the future. The majority of employees will also remain on board.



Jürgen Schendel

Diplom-Ökonom

Further information about PLUTA and the contents of these Press information you will find under www.pluta.net

About PLUTA

PLUTA assists companies facing legal and financial challenges. The firm provides support for reorganisations and transactions and helps companies to restructure and maintain their operations in crisis and insolvency situations. If necessary, PLUTA restructuring experts may also assume leadership roles in other businesses. Since the company was founded in 1982, PLUTA has constantly grown and today has a staff of approximately 500 employees in Germany, Spain and Italy. More than 290 business and management experts, attorneys, business lawyers, tax consultants, public auditors, certified accountants, economists, banking and bookkeeping experts, engineers and insolvency administration specialists, many with multiple qualifications, ensure practicable and economically sound solutions. PLUTA is one of the top restructuring companies, as demonstrated by rankings and awards from INDat, JUVE, The Legal 500, Who's Who Legal, brand eins, Wirtschaftswoche and Focus. Further information is available at www.pluta.net.