

Press Release

G. Wurm GmbH + Co. KG acquires Riffelmacher & Weinberger product range and ensures long-standing brand is preserved – PLUTA attorney Daniel Barth welcomes the agreement reached

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G. Wurm GmbH + Co. KG has acquired the product range and inventory of long-standing company Riffelmacher & Weinberger Christbaumschmuck-Fabrik GmbH & Co. KG following its application for insolvency. The future of the brand and its much-loved products has been secured through an agreement with insolvency administrator Mr Daniel Barth from PLUTA Rechtsanwalts GmbH. **There is no change for Riffelmacher & Weinberger customers:** they can still order the products, the quality and character of the brand will be maintained and the top-selling items will continue to be available.

Two strong players in the world of festive decorations

G. Wurm GmbH + Co. KG has been one of Europe's leading wholesalers for decorations and gift items for decades. The company supplies brick-and-mortar retailers, specialist stores and modern-concept shops with a diverse range of products in the home & living and seasonal decoration segments.

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Further information about PLUTA

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.

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Riffelmacher & Weinberger, founded in Roth, near Nuremberg, in 1921, has been synonymous with finely crafted Christmas tree decorations and charming seasonal decorative items for over 100 years. The company has left its mark on generations with its designs and quality standards and is one of the most established names in the industry. Riffelmacher & Weinberger products have been a fixture for many retailers in Germany and abroad for decades.

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Since its establishment, G. Wurm GmbH + Co. KG has specialised in the trade of gift items, home accessories and decorations. It currently supplies several thousand resellers in Germany and Europe with a comprehensive product offering that includes traditional Christmas decorations, trendy home accessories, decorative garden items and more. All with a commitment to inspiring products, reliable partnerships and personal care based on mutual respect.

Range maintained – products available as usual

Customers can still order Riffelmacher & Weinberger products as usual via the G. Wurm online shop at wurm.com. Orders are being accepted and deliveries are being shipped as seamlessly as ever – without adjustments or process changes. The majority of the inventory has been acquired and items that are not available can also be restocked as needed, following consultation.

Sticking with tradition while shaping the future

Mr Philip Wurm, the managing director of G. Wurm, had the

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following to say about the acquisition: “We are integrating the Riffelmacher & Weinberger products into our portfolio with great respect for the brand’s history and product range. We want to maintain the brand’s unique identity while providing fresh impetus going forward. We are pleased to accompany this long-standing brand into a new future – and to continue building on its success together with our partners and customers.”

“We are delighted with the agreement that has been reached. The long-standing brand will be preserved and the creditors in the proceedings will benefit as the sale of inventories will increase their recovery rate,” explained Mr Daniel Barth from PLUTA Rechtsanwalts GmbH, who is supporting the proceedings together with business lawyer Mr Maximilian Wanko, Master of Laws (LL.M.).

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