

Press Release

PLUTA team achieves solution for Smileforyou MVZ orthopaedic practice

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Area: Insolvency Administration

The PLUTA team has achieved an initial solution with an investor in the insolvency proceedings for the Smileforyou Group. Orthodenta Plus GmbH will acquire the two locations of Smileforyou MVZ GmbH in Göppingen and Eislingen by way of an asset deal and keep on all of the employees.

The acquisition took effect on 1 December 2024. The Local Court of Landshut opened the company's insolvency proceedings on that same day. Attorney Mr Daniel Barth was appointed regular insolvency administrator for Smileforyou MVZ GmbH, having previously acted as provisional administrator for the company.

The SMILIKE GmbH practice in Sinsheim has been sold to Dr Amr Ghali. Sales negotiations with interested parties are still ongoing for other SMILIKE locations and the practice of Dr Friedrich Widu. Mr Daniel Barth is the insolvency administrator for SMILIKE GmbH. The proceedings were opened on 18 December 2024. PLUTA attorney Mr Ivo-Meinert Willrodt has been appointed administrator for the practice of Dr Friedrich Widu. The attorneys are being supported in all three proceedings by business lawyer Mr Maximilian Wanko.

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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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Mr Daniel Barth said, “We held constructive discussions with several interested parties in recent weeks and Orthodenta emerged as the ideal investor. This solution offers staff job security and means patients can continue to receive high-quality care.”

Orthodenta GmbH already operates ten modern orthopaedic practices, eight in the southern Baden region and two in Hamburg. It has now added two practices some 50 kilometres east of Stuttgart in further pursuit of its expansion strategy.

Dr Thomas Helling, managing director of Orthodenta GmbH based in Freiburg im Breisgau, said, “Our company is continuing to grow. We are pleased that we can expand our team and will now operate at two further locations in the federal state of Baden-Württemberg.”

The Smileforyou Group, founded by orthodontic specialist Dr Friedrich Widu, operates practices all over Germany. These focus on advisory services and treatments with fixed and removable braces for children and teenagers. For adults, they offer lingual braces as well as low-profile brackets for correcting misaligned teeth.



Maximilian Wanko

Master of Laws (LL.M.)

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

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