

# German furniture brands: News

## New owners of the German brand Interlübke

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Photo: Interlübke

The Schramm entrepreneurial family, which owns, among others, Schramm Werkstätten GmbH (Winnweiler, Germany), together with the regional financial investor MB Mittelständische Beteiligungsgesellschaft mbH, acquires the traditional German company Interlübke through its investment company Schramm Holding GmbH. During the transaction, both parties were accompanied by currentis GmbH.

Axel and Philipp Schramm explain: "After careful examination as well as the positive momentum of the imm cologne 2018 for Interlübke, together with CEO Patrik Bernstein we are convinced that the company and the brand Interlübke can be led into a successful future."

The company Interlübke was founded in 1937 and currently employs about 160 people at the Rheda-Wiedenbrück site. The previous shareholders, whose interests are represented by Rigeto Unternehmerkapital GmbH, have in recent years intensively promoted the brand and corporate image, the market development of specialist retailers and the development of the product range. Among other things, this led to the presentation of the German Brand Award in 2017.

In order to accelerate the growth of the company and to facilitate an improved, especially international marketing, the shareholders have decided to sell their stake for strategic reasons. The shares in Lübke GmbH and the Interlübke brand should therefore be sold to a sector-experienced, strategic investor who will ensure the future of the traditional company Interlübke in a challenging industry environment.

"With Schramm as a reliable strategic partner, the expertise of Mittelständische Beteiligungsgesellschaft mbH and the motivated Interlübke team, we will continue to develop the extremely well-known and esteemed brand and tradition company in the high-end furniture sector, and in future trust it and strong partners for specialist retailers and end customers," concluded Axel and Philipp Schramm.

Schramm Holding GmbH can look back on almost 100 years of experience in the production and sale of high-quality furniture. With Schramm Werkstätten GmbH, founded in 1923, high-quality mattresses and complete beds are produced with approx. 200 employees. In addition, the Home Collection offers exclusive accessories such as bed linen, terry toweling and room fragrances for the living and sleeping areas. As a manufacturer of premium sleeping furniture, Schramm Werkstätten is one of the top 10 most famous German luxury brands (Ranking Wirtschaftswoche, Ernst & Young ranking in coop. With the Inlux Institute) and has received numerous awards such as the German Design Award 2017 as well as 2018.

MB Mittelständische Beteiligungsgesellschaft mbH is a regional financial investor specializing in medium-sized companies in follow-up and restructuring cases. The shareholders of MB have been active in the area of corporate investments for many years.

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