

## Press Release

# PLUTA restructuring expert Peter Roeger finds investor for bathroom furnishings manufacturer heibad

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Attorney Mr Peter Roeger from PLUTA Rechtsanwalts GmbH has announced good news: an investor has been secured for bathroom furnishings manufacturer heibad Badmöbel Vertriebs GmbH. The Config I/O Brands Group has acquired the business by way of an asset deal. This acquisition strengthens the buyer's position in the premium furniture segment.

heibad filed for insolvency two months ago. On 5 May 2025, the Local Court of Nuremberg ordered provisional insolvency administration and appointed restructuring expert Mr Peter Roeger from PLUTA Rechtsanwalts GmbH as provisional administrator. Following his appointment, he gained an overview of the situation and kept the business operating. He also initiated the process of securing an investor, which has now been successfully concluded.

heibad is a midsize company based in the Franconian Lake District that designs and produces bathroom furnishings with the hallmark of 'Made in Germany' quality. The business was founded in 2000 and has evolved from a purely sales-focused company into an industrial enterprise with its own production facilities. Despite the

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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](http://www.pluta.net).

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proceedings, the bathroom furnishings manufacturer's business remained stable. Business partners supported the company's efforts to continue operating. Trade fairs were attended as planned and many constructive discussions were held.

"The business reliably fulfilled all orders throughout the proceedings. heibad's strong position and excellent reputation were a clear advantage in the search for an investor. The Config I/O Brands Group ultimately prevailed in the bidding process. The acquisition is very good news for the creditors as well, as we have been able to achieve the best possible outcome for them," said Mr Peter Roeger, who is being supported during the proceedings by attorney Ms Jacqueline Tilberis and business lawyer Mr Maximilian Wanko.

### Brand and structure to be preserved

Operations at the Heideck production facility will continue without disruption and more than 100 jobs there have been saved. heibad will remain an independent entity with its own brand and structure. Nothing will change for its existing customers and partners. Mr Martin Uhlig will remain at the helm. Mr Andreas Schmidpeter is stepping down from his managerial role as part of the transition.

The new owner has explicitly confirmed its commitment to heibad's existing specialist retail structure. "Ensuring continuity, stability and reliability for our partners across the three-tier distribution system is our top priority," said a statement from the group. Moving forward under its own direction, heibad will remain a proven partner to specialist



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retailers – ensuring consistency in terms of range, customer care and service.

### Digital advancements planned for the Heideck site

The Config I/O Brands Group plans to upgrade the Heideck production facility, focusing on introducing digital advancements along the entire value chain and especially in the area of furniture production. The intention is to develop heibad to ensure its long-term competitiveness and equip it with the technology needed to meet future demands.

“With the Config I/O Brands Group, we have secured a partner for heibad that is committed to its future. The brands operated by the Config I/O Brands Group are synonymous with quality and individuality as well as a clear commitment to Germany as a place of manufacturing. I am therefore all the more pleased that almost all of our employees will be kept on and that production and sales operations at our 10,000 m<sup>2</sup> facility in Heideck, near Nuremberg, will continue without disruption. Our order books are full, we have a motivated team and we will build on our success story under the umbrella of the Config I/O Brands Group,” said Mr Martin Uhlig.

“The personnel at the site, the company’s DNA, the product excellence and the high standards in manufacturing quality, materials and variety as well as the technical and process opportunities at the modern production facility in Heideck align perfectly with the Config I/O Brands Group strategy. During the course of our discussions, we realised very early on that the company and the team are an

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excellent fit for us," said Mr Frank Budde, managing director of the Config I/O Brands Group.

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