

# Press Release

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## **decor metall**

### **Heading for Growth under New Ownership**

**Bad Salzuflen, 08 January 2010 – decor metall starts the new year with positive news. INDUC GmbH acquires the producer of shopfitting and display solutions in a business asset sale (“Uebertragende Sanierung” in German insolvency proceedings). The status of insolvency administration is therewith terminated. With the takeover of all business activities, staff and the company real property the newly founded decor metal GmbH will continue all operations seamlessly. At the same time foundations are laid for new growth.**

Driving value oriented improvement in companies represents the daily business of INDUC GmbH. Since 2003 the Munich based investment company acquires participations in mid-sized companies faced by special situations. The involvement with investee companies far exceeds the mere supply of capital and includes significant support of the management. In the case of decor metall, the founder of INDUC Dr. Frank Toefflinger himself takes over the responsibility of managing director at the company in order to drive the strategic and operating development.

The present transaction complies with all investment criteria set by INDUC and the investment decision was driven amongst others by the fact that the company was able to show a positive development despite the difficulties presented by the period of insolvency administration and the adverse market condition of the last years. decor metall designs and produces integrated merchandise presentation concepts for specific industries and brands: the range of offerings spans from individually branded displays to complete shop concepts. The company has started to show a growth trend

since 2007 and was able to increase turnover further significantly in 2009 against the industry trend. The customers include a wide range of well-known international leading companies and brands.

“We were particularly impressed with the excellent market position, the top quality standards and the strategic starting position of the company, which all convinced us of the sustainable prospect of success”, explains Dr. Toefflinger. “The company is constantly exploring new territory to retain the existing customer base and to access new client groups.” As a concrete example he refers to the decor metall STORE CHECK, a service offering specifically developed for the retail industry in 2009. The STORE CHECK provides an independent point-of-sale analysis for individual retailers and it includes an in depth review of the store concept, the merchandise presentation and the quality of service. Additionally it delivers tangible suggestions for optimization.

Under the new INDUC leadership decor metall intends to leverage on its innovation capacities and to strengthen its market position – particularly on an international scale.

About Dr. rer. pol. Frank Toefflinger:

Dr. rer. pol. Frank Toefflinger (49) is a specialist with long standing experience in the field of managing mid-sized companies nationally and internationally and particularly in the context of situations requiring restructuring and strategic repositioning. He is a trained lawyer and the founder of INDUC, Munich ([www.induc.de](http://www.induc.de)).

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