

Press Release

KLINGEL sells its well-known health brand WELLSANA to the GÖDE Group

1 February 2024 · Pforzheim · Business Area: Restructuring

The KLINGEL Gruppe has announced its next brand sale. A company that is part of the renowned GÖDE Group will acquire health brand WELLSANA, including its domain and warehouse, effective 1 February 2024. The creditors' committee has unanimously approved the transaction.

WELLSANA is a well-known online shop for healthcare products, offering items and useful information relating to health, fitness, well-being and mobility. The brand, which is focused on the 50+ demographic, has been part of the group since 2001 and operates in Germany, Austria, Switzerland and the Netherlands.

Another brand sold to the Göde Group, which aims to expand its presence in the healthcare segment

K - Mail Order GmbH & Co. KG had previously sold jewellery brand DiEMER to the international GÖDE Group, which operates on an international scale and was founded in 1978 by Dr Michael Göde. The group is one of the leading specialised mail-order companies for collectibles (coins and medals) with its Bayerisches Münzkontor brand, but has also built up a rapidly growing healthcare division within the group with its AuraNatura brand over the past ten years and counting. GÖDE employs more than 550 people at its locations in Europe and the US and supplies

PLUTA press contact

Patrick Sutter
relatio PR
+49 89 210 257-22
presse@pluta.net

PLUTA expert



Marcus Katholing

Diplom-Betriebswirt, Bankkaufmann



Stefan Warmuth

Rechtsanwalt, Diplom-Kaufmann,
Steuerberater

About PLUTA

PLUTA helps companies in legally and economically difficult situations. Since the company was founded in 1982, PLUTA has constantly grown. Today PLUTA has a staff of about 500 employees in Germany, Spain and Italy including more than 290 graduates in business economics and business management, attorneys, business lawyers, tax consultants, public auditors, certified accountants, economists, bankers, bookkeepers, engineers and insolvency administration specialists. Many of them own multiple qualifications what ensures practicable and economically sensible solutions. In particular, PLUTA provides support in restructuring companies affected by a crisis or insolvency and in continuing business operations, if necessary by involving restructuring experts in a responsible role. PLUTA is one of the top enterprises specialising in restructuring and turning around companies, as demonstrated by rankings and awards from INDat, JUVE, The Legal 500, Who's Who Legal, brandeins, and Focus. Further information at www.pluta.net

Press Release

over 10 million customers worldwide.

PLUTA restructuring expert Mr Marcus Katholing, acting as KLINGEL managing director, said, "The sale of the KLINGEL Group's final brands is nearing completion. We have succeeded in selling a second brand to the GÖDE Group with this transaction. The negotiations were again conducted in a spirit of great trust." KLINGEL managing director Mr Cord Henrik Schmidt added, "We are currently in discussions with interested parties in respect of the other brands. We are confident that we will still be able to complete transactions in the near term."

Dr Michael Göde, GÖDE Group owner, said, "We are already well represented in the market with our AuraNatura and Fermentura healthcare brands. By acquiring the Wellsana health brand, we want to broaden our offering again and continue to pursue strong growth in the healthcare segment."

Mr Sebastian Seitz, manager of the GÖDE Group's private equity and M&A business, said, "The discussions were again based on a great deal of trust, and the Wellsana brand is a superb fit for our demanding brand segment."

K - Mail Order GmbH & Co. KG, the KLINGEL Group's main company headquartered in Pforzheim, has been involved in debtor-in-possession insolvency proceedings since May 2023. The mail-order retail business is being supported in the proceedings by restructuring firm PLUTA. The insolvency monitor is attorney Mr Martin Mucha from GRUB BRUGGER, a law firm operating throughout Germany.



Daniela Jeske

Bachelor of Arts B.A.



Simon Eickmann

M.Sc. Business Administration

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

About PLUTA

PLUTA helps companies in legally and economically difficult situations. Since the company was founded in 1982, PLUTA has constantly grown. Today PLUTA has a staff of about 500 employees in Germany, Spain and Italy including more than 290 graduates in business economics and business management, attorneys, business lawyers, tax consultants, public auditors, certified accountants, economists, bankers, bookkeepers, engineers and insolvency administration specialists. Many of them own multiple qualifications what ensures practicable and economically sensible solutions. In particular, PLUTA provides support in restructuring companies affected by a crisis or insolvency and in continuing business operations, if necessary by involving restructuring experts in a responsible role. PLUTA is one of the top enterprises specialising in restructuring and turning around companies, as demonstrated by rankings and awards from INDat, JUVE, The Legal 500, Who's Who Legal, brandeins, and Focus. Further information at www.pluta.net