

## Press Release

# PLUTA restructuring expert Daniel Barth ensures the survival of specialist retailer feiermeier

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Area: Insolvency Administration

Insolvency administrator Mr Daniel Barth from PLUTA Rechtsanwalts GmbH has found an investor for sole proprietorship feiermeier. Effective 7 May 2024, the newly founded company May Party GmbH will acquire the feiermeier stores on Sigmundstrasse in Nuremberg, in Trudering and Moosach in Munich, and in Würzburg. This will also secure 34 jobs. The parties have agreed not to disclose the purchase price.

Customers can get a broad selection of balloons, party decorations, costumes and other accessories from feiermeier, a specialist retailer with a number of stores. Also on offer are helium and balloon gas, individually filled latex and foil balloons, balloon bouquets, gift balloons and gift boxes.

The sole proprietorship had to file for insolvency in February 2024 due to liquidity problems. Mr Daniel Barth was appointed provisional administrator by the Local Court of Nuremberg. On 1 May 2024, the court opened the proceedings and appointed the attorney as insolvency administrator. He has worked together with business lawyer Mr Maximilian Wanko to keep the business operating over recent weeks. The PLUTA restructuring

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Further information about PLUTA

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

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team analysed the financial figures and reviewed revenues and cost trends. Mr Daniel Barth also launched the process of finding an investor with a view to achieving a long-term solution for the specialist retailer. Dr Michael Saatmann from consultancy INTRION Gesellschaft für Managementberatung mbH assisted in this process. Negotiations were held with several interested parties during this. The restructuring measures already initiated in the provisional insolvency proceedings, and consequently the closure of unprofitable stores and adjustment of cost structures, have been successfully concluded with the sale.

Mr Daniel Barth said, "Since it filed for insolvency, we have kept the business running, optimised its operations and achieved solid sales figures. The loyalty shown by customers at every stage of these proceedings has contributed in a significant way to us now being able to achieve a solution that will preserve four feiermeier stores and save jobs. The creditors will also benefit from this outcome."

### **Ideal acquisition**

Ms Daria May, the new investor and managing director, will maintain the familiar feiermeier brand. The businesswoman has extensive experience in the trading and distribution of party supplies and accessories. She already runs 'Das Kostümland', which specialises in fancy dress and party articles. Customers can buy goods and get advice via an online shop as well as an outlet store in Postbauer-Heng, south-east of Nuremberg.

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The acquisition is an ideal fit, since feiermeier is successful in the balloon business and sets itself apart from competitors with its product range. Managing director Ms Daria May said, "We are pleased to acquire the four locations with their experienced staff and excited to offer customers high-quality party supplies in the form of balloons. Customers can rest assured that we will maintain the tradition and quality for which feiermeier is known."

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