



Oaklins



Leading German manufacturer of luxury beds and Spanish flagship group **strengthen their position**

DEAL FLASH | CONSUMER & RETAIL | NOVEMBER 2022

DEAL SNAPSHOT

The shareholders of **SCHRAMM Werkstätten GmbH** have sold the company to **Flex Equipos De Descanso, S.A.**

SCHRAMM Werkstätten is a manufacturing company of beds and mattresses of exclusive luxury quality under the iconic SCHRAMM brand. With 100 years of tradition and a high and outstanding degree of craftsmanship, SCHRAMM holds a leading position in this exclusive market segment in Germany. The company sells approximately 30% of its production in other European countries. SCHRAMM operates mainly in Germany, Austria, Benelux and Switzerland, with an expected revenue of US\$30 million and an adjusted EBITDA of circa US\$8.2 million for 2022.

Flex Equipos De Descanso manufactures mattresses and sprung bed base products. The company was founded in 1912 and is based in Madrid, Spain, with operations in Cuba, Chile, Brazil and Portugal. Flex is a global leader in the luxury and premium segment of the bed industry. The company operates upholstery and carpentry workshops, and also manufactures and sells furnishings for living and sleeping areas, with particular focus on mattresses and upholstered beds.

“We would like to thank Oaklins for their excellent work and support throughout the process. Their extensive experience and proactiveness helped us greatly at all stages of this complex transaction. They always showed superior commitment and availability. Overall, Oaklins provided us with excellent service. Great work.”

**DR. GERHARD RIES
AND
DR. NORBERT KNÜPPEL**

SHAREHOLDER
REPRESENTATIVES,
SCHRAMM WERKSTÄTTEN GMBH
GERMANY

OAKLINS' GLOBAL REACH WAS KEY IN FINDING THE RIGHT PARTNER

Oaklins' team in Germany acted as the exclusive financial advisor for the sellers in this transaction. Oaklins' Spanish team established initial contact with the buyer and provided support during the transaction.

SCHRAMM 
home of sleep

MARKET TRENDS & DEAL DRIVERS

Luxury beds are catering to the rising demands of a highly capitalized clientele. Thanks to their high build quality, extraordinary features and design, luxury beds encourage deep sleep and peace of mind, which are key factors when one is considering investing in such an item.

Today, consumers are placing more emphasis on the appearance, design and comfort of their homes. Rising incomes and improved lifestyles have led to the purchase of luxury and premium mattresses.

Demand for natural mattresses with hypoallergenic properties and ESG-compliant beds is also increasing. Moreover, growing awareness about the harmful effects of synthetic products has increased the demand for natural mattresses made from eco-friendly materials.

M&A VALUATION ASPECTS

Luxury furniture is experiencing stronger growth than the overall luxury goods market.

Luxury furniture is an extremely attractive market with outstanding, rapidly accelerating growth figures. It was valued at US\$21.08 billion in 2020, and is expected to grow at a CAGR of over 4.5% from 2021 to 2027.

The strong demand for luxury products has resulted in stable double-digit multiples.

TALK TO OUR ADVISORS



✉ **KARSTEN MASCHLER**

Managing Director
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With 20 years of experience in M&A and corporate finance advisory, Karsten has in-depth knowledge of the consumer goods and retail industries. Among the numerous transactions he has advised on, he primarily focuses on domestic and international sell-side situations of privately owned businesses, ranging from furniture and vertically integrated fashion groups to breakfast cereals and frozen food products. Among his assignments are various transactions with companies in the premium furniture and fashion segments. References include notable companies such as Greenland Seafood, the Dailyceer Group, ABC Westland, H.O. Persiehl and Colossal Fish.

“The acquisition of SCHRAMM by Flex is an excellent example of a well-considered growth strategy in a specialized market. Both companies benefit from a century of excellence in manufacturing bespoke luxury products for their extremely demanding customer groups. Now was the time to join forces. We at Oaklins are proud we were able to help the SCHRAMM family bring these companies together.”



✉ **HANS BETHGE**

Senior Advisor
Germany
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Hans has more than 30 years' experience in M&A. He has advised mid-market construction companies on their selling strategies, including spin-offs. He has also worked on buy-side mandates for national and international engineering companies in different, highly specialized sectors, such as the automotive industry. Furthermore, Hans has advised the private owners of various mid-market publishing and printing houses as well as large German media groups. Notable clients he has advised include Contact Air, DETECH engineering, ebm papst and Vasco tube.

**OAKLINS HAS CLOSED 747 DEALS IN
CONSUMER & RETAIL**

United by a strong belief that we can achieve the extraordinary. Oaklins is a global team of 850+ financial advisory professionals in 45 countries providing M&A, growth equity, ECM, debt advisory and corporate finance services to support entrepreneurs, corporates and investors in reaching their goals.

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