

Heavy Metal in the Portfolio – maconda supports Hohnhaus & Jansenberger in the acquisition of LÜRA (formerly RMS)

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maconda has once again proven its expertise in highly specialized niche markets: The team supported the Hohnhaus & Jansenberger Group (HJG) in the acquisition of RMS, a specialist for bulk material storage, which will operate under the name LÜRA GmbH in the future. During a focused commercial review, maconda specifically examined the market opportunities and the customer portfolio of RMS/LÜRA.

RMS has made a name for itself as the manufacturer of the LÜRA system: patented, modular, and highly stable steel partition walls used for the flexible storage of bulk materials. The renaming of RMS to LÜRA reflects the strong brand recognition of the system that now shares its name. "In our analysis, we saw that LÜRA's market potential is enormous but not yet fully exploited," explains Matthias Mennel-Klingspor, Partner at maconda and project manager for the due diligence.

Focus on Value – The Big Picture For a comprehensive look at LÜRA, the maconda team interviewed numerous customers, other market participants, and various experts. Information from scientific institutes, such as the Fraunhofer Institute for Building Physics, was also included in the analysis, and several trade magazines and blogs were evaluated. Based on this, maconda developed an application-specific market model that incorporated structural and pricing data.

"General studies cannot reliably map specialized markets in a factual way," emphasizes Rainer Mayer, Managing Director of maconda, regarding the general challenge in niche markets. "This makes our analytical approach—where we gather, compare, and weight detailed market information—all the more valuable." The result presented LÜRA as a medium-sized company that has built a successful brand in Europe with its modular system and continues to identify customer needs and develop suitable solutions early on—a gain for Hohnhaus & Jansenberger, whose investment portfolio focuses on metalworking companies from Germany.

About RMS / LÜRA

LÜRA GmbH, founded in 1996 as RMS GmbH, stands for tailor-made, modular system solutions for sorting and storing bulk materials. These are based on their robust, multifunctional LÜRA steel partition walls. They serve as the basis for the flexible construction of bulk material boxes and function as the supporting structure for LÜRA bulk material halls with various roof constructions. The medium-sized company, based in Wesel/NRW, is active throughout Europe. Customers include numerous municipal waste disposal companies, recycling companies, as well as operators of port terminals and other transshipment points.

About the Hohnhaus & Jansenberger Group

The Hohnhaus & Jansenberger Group, founded in 2013, is an investment company focused on medium-sized businesses in the German-speaking region, bringing extensive industrial experience, particularly in metalworking. The company focuses on operational support for acquired businesses and follows a long-term investment approach.

maconda – extensive experience in metalworking and the circular economy

The maconda team has significantly expanded its expertise in the metalworking industry in recent years, including personnel growth, and has successfully completed various projects. These include commercial reviews, commercial due diligences, and other transaction-related mandates, as well as projects to improve operational performance.

The mandates involved, for example, the manufacture of control cabinets and enclosures, the lamination (stamping) of rotors and stators, or the drawing of sealing profiles. User industries for these products include manufacturers of technology for renewable energies and electromobility, automation and control technology (including for rail), and the automotive supplier industry. Since mid-2023, Matthias Mennel-Klingspor has supported maconda as a partner, specifically for the manufacturing industry and various B2B services.

Intensive industry experience: Surface coating systems | CNC machining | Digital printing | Electrical systems | E-mobility | Drive technology | Intralogistics | Woodworking | Refrigeration and air conditioning technology | Plastics processing | Injection molding technology | Warehouse automation | Fluid technology (pneumatics and hydraulics) | High-precision machinery | Motors and generators | Food processing machinery | Packaging machinery | Sensors | Measurement, control, and regulation technology | Stamping and pressing | and much more.

About maconda

For more than 20 years, maconda has provided support in company acquisitions, performance optimization, and restructuring. With over 800 consulting and implementation projects and more than 450 transaction-related mandates, maconda has extensive experience in supporting even demanding projects pragmatically. Clients include medium-sized companies, divisions of large corporations, as well as international private equity investors and family offices.

maconda industry competencies: Manufacturing industry | Future technologies & software | B2B services (incl. business process outsourcing) | B2C services | Consumer goods | Food | Clothing & textiles | Retail & eCommerce | Packaging | Healthcare & MedTech

maconda focus areas: Transaction advisory | Business model development | Performance management