

# Smart colours, smart deal – maconda supports PREMIUM Equity Partners in the majority acquisition of color parts

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**Funds advised by PREMIUM Equity Partners, which focus on innovative niche companies in the DACH region, have acquired a majority stake in color parts, a leading provider of high-end coatings and surface finishes in the luxury and premium segments. maconda, the Cologne-based consulting boutique specializing in medium-sized companies across numerous industries, supported PREMIUM Equity Partners with a focused Commercial Due Diligence (CDD), closely examining color parts' positioning relative to customers and competitors.**

Founded in 2003 and equipped with state-of-the-art production facilities, color parts is a leading provider of coatings and surface finishes in the high-end segment. Its service portfolio includes the finishing of designer fittings for bathrooms and sanitaryware, high-quality switch and socket systems, luxury writing instruments, medical pen systems, and luxury vehicles. color parts specialises in high-quality wet painting for small to medium batch sizes, offering an almost unlimited colour palette and a diverse range of special effects. Thanks to its strong innovative power, the company has established itself as a valued development partner for numerous leading global brands.

During the Commercial Due Diligence, maconda paid particular attention to color parts' positioning within the competitive landscape. In the market for high-end coatings and surface finishes, color parts distinguishes itself primarily through exceptionally high quality on complex geometries and challenging, low-adhesion surface materials such as gold, chrome, or zinc die-casting.

The CDD demonstrated that color parts impressively achieves rejection rates of nearly zero per cent in the luxury coating segment. A particularly positive highlight was the company's pronounced ability to develop customer-specific solutions for coating complex parts. This expertise, combined with high flexibility for short-term requests and rapid implementation, is highly valued by customers. As a result, color parts has built a particularly loyal customer base.

To ensure a valid assessment, maconda reviewed relevant trade journals and blogs, association publications, and a wide array of other information regarding customers, competitors, and suppliers. By doing so, the consultants utilised their extensive experience in data-scarce niche markets to compare, weight, and combine a broad range of sources into a coherent analysis that validated the investment's potential.

## About color parts

color parts, founded in 2003, is one of the leading specialists in high-end surface finishing and coating technologies. With modern production sites in Cunewalde and Kodersdorf (Saxony), the company realises innovative solutions for demanding products: from designer fittings for bathrooms and sanitaryware to high-quality switch and socket systems, elegant writing instruments, and medical pen systems, through to luxury vehicles.

## About PREMIUM Equity Partners

PREMIUM Equity Partners is an investment firm founded in 2011 with a focus on strong niche companies in the DACH region with revenues between EUR 10 and 50 million. PREMIUM invests capital in the context of growth financing, succession solutions, and spin-offs. In every investment, PREMIUM combines its long-standing transaction and financing experience with the industrial expertise of its operating partners. The acquisition of color parts marks PREMIUM's twelfth corporate acquisition.

## maconda – Top expertise in contract manufacturing and automation technology

In recent years, the maconda team has further expanded its expertise in high-quality industrial services and contract manufacturing, as well as the automation technology used in these processes. This particularly includes Commercial Due Diligences that combine in-depth and reliable corporate analysis with strong opinions and multifaceted strategic considerations. Mandates cover a wide range of industries, often niches but also "large" markets – from artisanal woodworking to fully automated CNC machining of precious and hard metals, including specialised, custom solutions in the automotive supply industry, as well as for machine components and electronic parts.

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

## About maconda

For more than 20 years, maconda has supported clients with company acquisitions, performance optimisation, and restructuring. With a track record of over 800 consulting projects and more than 450 transaction-related mandates, maconda possesses the comprehensive experience required to provide pragmatic support for demanding projects. Its clients include medium-sized enterprises, divisions of large corporations, international private equity investors, and family offices.

**maconda industry expertise:** Manufacturing and Industrial Production | Future Technologies and Software | B2B Services (including Business Process Outsourcing) | B2C Services | Consumer Goods | Food and Beverages | Clothing and Textiles | Retail and E-commerce | Packaging

**maconda core topics:** Transaction Advisory | Business Model Development | Performance Management