



German equity group PMG invests in Kellermann

Innovative capacity boosted, new products in the pipeline

The Kellermann GmbH (www.kellermann-online.com), experts for premium motorcycle equipment from Aachen in Germany, strengthens the innovative capacity and sustainable growth of the company with the investment by Palladion MittelstandGruppe GmbH PMG from Frankfurt, Germany (www.palladion-pmg.de).

‘With the investment by PMG in Kellermann our company can welcome another financially potent and committed owner to the company’, said CEO Dr. Stefan Wöste, ‘our new strategy of growth can now be executed in detail.’

The experienced manager joined the company board at the start of 2017 and named the strengthening of the innovative edge of the company as one of the main goals. Dr. Wöste is managing the company together with founder Guido Kellermann, who will once again focus more on the development of new products.

Dr. Stefan Wöste: ‘Kellermann is known for delivering high tech without any compromise in an award-winning and innovative design. We will focus on this strength and introduce new products to the market very soon.’

MittelstandsGruppe GmbH (PMG) company profile:

MittelstandsGruppe GmbH (PMG) is a German group of companies which expands its portfolio mainly by investing in successful medium sized companies. PMG is completely financed by equity capital of the partners and is committed to a long term investment approach. Holding companies of PMG will stay legally independent and autonomous companies with independent strategies and management. The investment guideline of PMG states: ‘We work strategically in partnership to develop the companies we invested in. We value the social commitments towards the stakeholders (employees, clients, partners) and the principals of good company management.’

Kellermann company profile:

The Kellermann company (www.kellermann-online.com) from Aachen, Germany, is a manufacturer of high quality motorcycle accessories. The company is one of the market leaders in the segment of high tech indicators for motorbikes. In the motor bike scene the noble products are true cult and only referred to as ‘Kellerman’s’. These indicators set trends in the market and open up a new world on how to personalize motorcycles. Kellermann delivers high tech without any compromise in an elegant and innovative design.

Kellermann GmbH

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