

## Press Release

# PLUTA M&A team supports MAAS+ROOS SIGNAGE GmbH transaction

22 May 2026 · Munich, Germany · Business  
Area: [businessArea.transactions](#)

MAAS+ROOS SIGNAGE GmbH based in Hilpoltstein has secured an investor under debtor-in-possession proceedings. The M&A experts at PLUTA Management GmbH supported the transaction. The investor agreement has already been signed and notarised and will now be implemented under an insolvency plan.

The insolvency plan is legally binding, having been unanimously approved by the creditors at the discussion and voting meeting held yesterday. The buyer is a company led by entrepreneur Mr Andre Richner. He has founded and built a number of companies, including Swiss-based Richnerstutz AG, a specialist in the implementation of advertising and communication activities.

MAAS+ROOS SIGNAGE GmbH is a leading supplier of high-quality signage and illuminated advertising systems. The company has been in business for over 100 years and has established itself as a premium manufacturer of professional signage solutions under the MAAS+ROOS name. It offers a broad product portfolio ranging from conventional and digital illuminated advertising systems through to fully customised brand presentations for chain

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### PLUTA expert



#### Marcus Katholing

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Business Management (B.Sc.),  
Corporate Restructuring (M.Sc.)

#### About PLUTA

PLUTA assists companies facing legal and financial challenges. The firm provides support for reorganisations and transactions and helps companies to restructure and maintain their operations in crisis and insolvency situations. If necessary, PLUTA restructuring experts may also assume leadership roles in other businesses. Since the company was founded in 1982, PLUTA has constantly grown and today has a staff of approximately 500 employees in Germany, Spain and Italy. More than 290 business and management experts, attorneys, business lawyers, tax consultants, public auditors, certified accountants, economists, banking and bookkeeping experts, engineers and insolvency administration specialists, many with multiple qualifications, ensure practicable and economically sound solutions. PLUTA is one of the top restructuring companies, as demonstrated by rankings and awards from INDat, JUVE, The Legal 500, Who's Who Legal, brand eins, Wirtschaftswoche and Focus. Further information is available at [www.pluta.net](http://www.pluta.net).

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stores and international corporations.

The company filed for debtor-in-possession insolvency proceedings in November 2025 due to a liquidity shortage and has continued to operate ever since. General agent Mr Michael Wirth from law firm Dr. Schmitt & Kollegen has been working with Mr Philip Zent and Mr Sebastian Zentgraf to support management during the proceedings. Mr Joachim Exner from law firm Dr. Beck & Partner has been overseeing the proceedings as insolvency monitor in the interests of the creditors.

PLUTA Management GmbH was exclusively mandated to conduct the M&A process for MAAS+ROOS SIGNAGE GmbH, and coordinated the process from the search for an investor to the closing of the transaction. The team was comprised of managing director Mr Marcus Katholing and project manager Mr Luca Reifenberg as well as Mr Aron Schuler and Mr Max Mayer.

Mr Marcus Katholing said, "We are pleased that around 140 employees will be kept on under the transaction. This means that almost all of the jobs have been saved. The company has a strong market position and has been working with well-known clients for many years. This provided a strong starting point and played an important role in the successful completion of the M&A process."

The investor will maintain the MAAS+ROOS brand going forward, and the company will expand its cooperation with Richnerstutz AG, a Swiss-based leader in the implementation of indoor and outdoor advertising and communication activities.



**Max Mayer**

M.Eng. Industrial Management

Further information about PLUTA and the contents of these Press information you will find under [www.pluta.net](http://www.pluta.net)

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Mr Andre Richner said, "We have worked with MAAS+ROOS SIGNAGE GmbH in a trusted partnership for many years and previously counted among the company's clients. We see potential in the area of high-quality signage solutions and want to grow the market position."

Mr Andre Richner has been supported in the transaction by Dr Kai Uwe Büchler from the Heuking law firm.

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