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Corporate Finance

Pressemeldung

Sancovia advises the shareholder of the Pfanner Group on the sale to GENUI

Frankfurt, Dec 30, 2025

Sancovia Corporate Finance successfully advised the shareholder of Anton Pfanner Holding AG („Pfanner Group“), a leading manufacturer of protective clothing and PPE solutions in the DACH region, on the sale to the private equity firm GENUI and the management. The transaction secures long-term succession within a strong, future-oriented ownership structure.

The Pfanner Group, based in Koblach (Vorarlberg, Austria), develops and distributes high-quality protective and functional clothing for occupational safety, forestry, tree care, hunting, and demanding outdoor applications under the brands PFANNER® and Protos®. Since its founding in 1990, the company has evolved into an internationally active provider, supplying customers in over 30 countries with innovative, market-leading products.

The transaction arranges corporate succession after more than 35 years of successful owner management. The life's work of company founder Anton Pfanner is handed over into sustainable and long-term secured hands, particularly to CEO and Head of Sales Sebastian Metzler. The new ownership structure allows Pfanner Group to strategically advance its internationalization, especially in Europe and North America, and to sustainably expand its strong market position. The operational management remains unchanged with the existing management team, which continues the successful development of the company.

Exclusive M&A advisor to the seller

Über Sancovia:

Sancovia Corporate Finance ist eine eigentümergeführte, auf mittelständische Unternehmen, Unternehmer und Finanzinvestoren fokussierte M&A-Beratung, die seit ihrer Gründung im Jahr 2012 mehr als 200 M&A-Transaktionen erfolgreich abgeschlossen hat. Mit über 85 Mitarbeitern verteilt auf 10 Standorte in sechs Ländern betreut Sancovia ihre Kunden europaweit.

Standorte: Amsterdam, Düsseldorf, Frankfurt am Main, Freienbach am Zürichsee, Leipzig, London, Madrid, München, Ravensburg, Warschau

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Pressekontakt für Rückfragen:

Sancovia Buy & Build Services GmbH
Susan Oliva
Karlstraße 16
88212 Ravensburg

Tel.: +49 751 9969990 0

E-Mail: s.oliva@sancovia.com
Internet: www.sancovia.com

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