



CASE STUDY GUSTAV WELLMANN GMBH & CO. KG

LIQUIDATION AUCTION OF A KITCHEN MANUFACTURER

32130 Enger, Germany

3-day auction closing from the 19th to the 21st of February 2018

Gross proceeds: € 7,325,489

AUCTION DETAILS

- Auction period: 26th Jan. - 21st Feb. 2018
- 1,037 items
- 531,604 views (web traffic)
- 20,146 submitted bids
- 295 buyers from 34 countries
- 182 buyers outside of Germany

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WHY CHOOSE SURPLEX

The online marketplace www.surplex.com is **Europe's No. 1** for used **metalworking and woodworking machinery**. However in many other sectors, including **plastics processing**, Surplex is a great support ensuring your success.

125,000 registered buyers and 500,000 web site visitors per month make us the market leader and you a winner. The proceeds often exceed our clients' expectations. Your contact persons are experienced experts with an extensive market knowledge. 200 committed employees located in ten different European countries always find the right solution for every problem – before, during or after the auction. We hand over your factory building swept clean and on time, even with tight deadlines.

THIS IS SURPLEX

- Market leader for industrial auctions, specialized in metal and woodworking machinery
- Machines for plastics processing & other industries
- Best-selling web platform in this line of business
- Offices in ten European countries
- 200 employees (25 languages spoken)
- Skilled staff with experience, among others with logistics and customs clearance



THE CHALLENGE

When ALNO AG entered into insolvency in the summer of 2017, its subsidiary WELLMANN – considered the jewel of the kitchen furniture market – was closed. During the sale of the fixed assets by the insolvency administrator, Surplex prevailed over strong competition and won the contract. The decisive factor was not just the highest purchase price, but our ability to convince the insolvency administrator of our extensive experience in this market.

Thanks to our in-depth valuation experience, extensive customer database and our market-leading on-line web platform for sales in this sector, Surplex can demonstrate that it can achieve the highest sales potential and offer better purchase conditions than our competitors.

YOUR OPPORTUNITIES

- We buy (from stand-alone machines to complete production lines)
- We clear your factory (confidentially and punctually)
- We market for you (full-service, profit-optimized)
- We evaluate your assets (specialized market oriented expert's report)



THE SOLUTION

Our experienced and long-standing Surplex project manager, Mr Ludger Reuther, was responsible for the timely conversion of 1037 items into liquid assets. All items – from large BRE.MA machining centres to small workbenches – were catalogued, photographed and valued by Mr Reuther, a trained woodworking technician and master joiner, with the support of an experienced team. The machines and factory equipment were scattered widely throughout several halls.

To guarantee the safe dismantling of heavy machines, Mr Reuther also organised the support system for the basement ceilings. Despite all the challenges, the online auction was promptly organised, and its details released in 18 languages.

YOUR ADVANTAGES

- Online sale with highest revenue
- 500,000 web site visitors per month on surplex.com
- 125,000 registered potential buyers
- Global online marketing
- Full service from a single source
- Almost 20 years of market experience



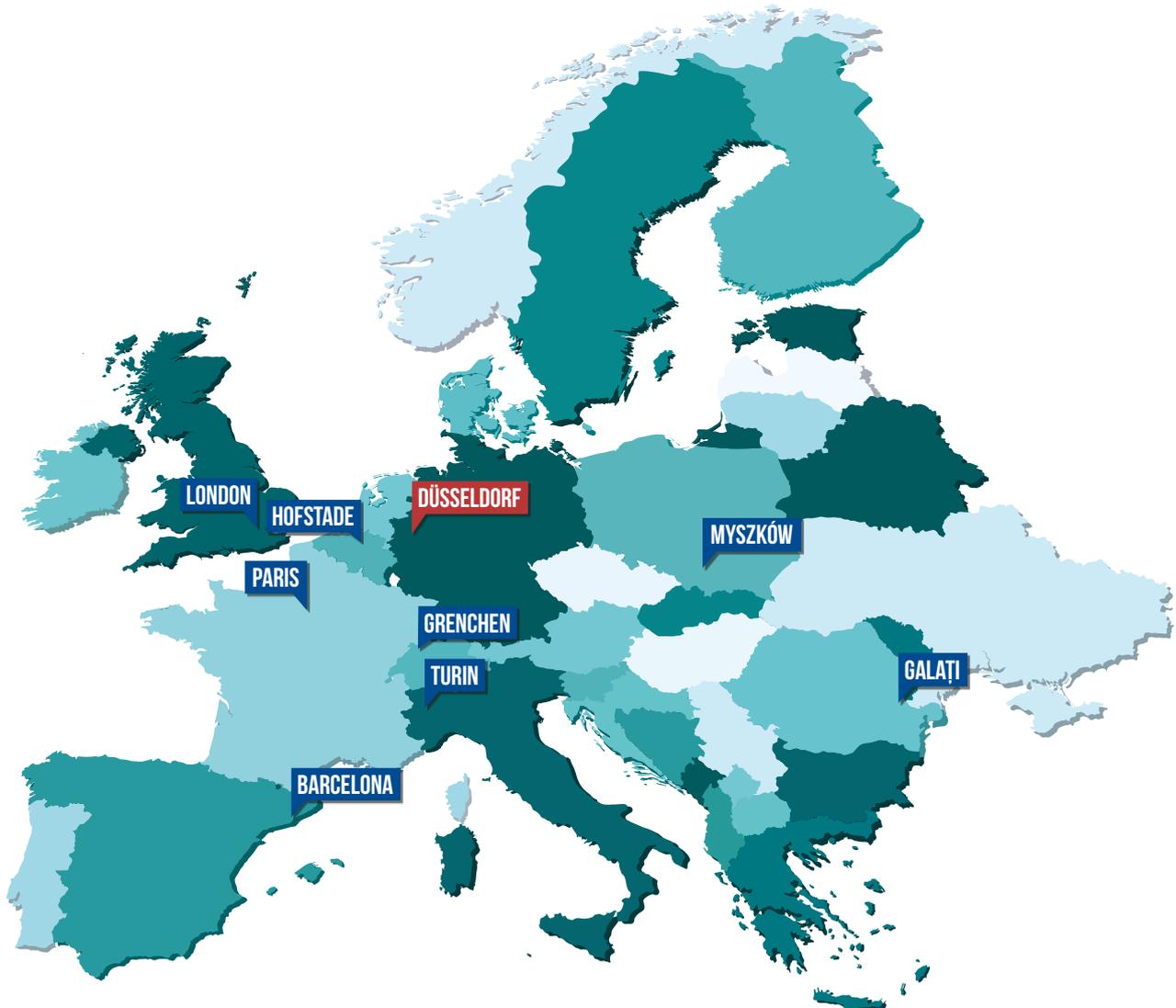
THE RESULT

When the online auction went live on January 19th, 2018 after weeks of preparatory work, 1037 assets were up for sale. Worldwide online marketing produced a total of 531,064 views (approx. 512 views/item). Although we normally experience a great response for every online auction, 1,112 registered bidders and 20,146 submitted bids achieved a new record level. The auction concluded within the period February 19th and 21st 2018 with the sale of the assets to the 295 highest bidders from 34 countries. With proceeds of € 7,325,489, expectations were significantly exceeded. The dismantling and processing procedure is currently being handled efficiently and will be completed shortly.

YOU CAN RELY ON THIS

- Experts as your contact persons
- Maximum transparency
- Compliance with international tax and export standards
- Fast and fair payment settlement
- Strict confidentiality
- Committed project management (detailed final report)
- Flexible marketing solutions (complete and partial purchase)
- Branch offices in nine European countries

EUROPEAN MARKET LEADER FOR INDUSTRIAL AUCTIONS OF METAL AND WOODWORKING MACHINERY



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USED MACHINERY: MARKET LEADER'S FIGURES



MORE THAN **500,000** PROSPECTIVE BUYERS
FROM OVER 150 COUNTRIES MONTHLY



PROCEEDS OF UP TO **75 %** ABOVE THE LIQUIDATION VALUE
DETERMINED BY EXPERTS



OVER **60,000**
ITEMS SOLD IN 2017



200 EMPLOYEES + **25** LANGUAGES

WOULD YOU LIKE TO KNOW MORE?

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