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BIP takes a majority stake in Wellcosan GmbH, a Direct-to-Consumer (D2C) supplier of dynamic pressure massage devices for the sports and healthcare markets, as part of a succession solution

In May 2022, BIP Interim SCSp, advised by BIP Capital Partners Luxembourg („BIP“), acquired a majority stake of Wellcosan GmbH („Wellcosan“) from the founding family as part of a succession solution. Mr Tom Keller, CEO and co-founder, keeps a significant minority stake through a reinvestment.

Wellcosan, based in Schlüchtern, Germany, is a Direct-to-Consumer (D2C) supplier of dynamic pressure massage devices, used in cosmetic applications for skin improvement and in physiotherapy for (self-)treatment of lipoedema and lymphedema, as well as by athletes for regeneration and removal of lactate. The devices are sold under the brands *Venen Engel* for cosmetic and medical applications and *Reboots* for the sports market.

„We have found a strong partner in BIP who will support our growth in the coming years with its know-how and network. The strategic objective of Wellcosan is the development of its leadership in the European market for both products as well as further international expansion. After this transaction, we find ourselves in a perfect starting position to reach our goals and to continue the company’s successful development in the long term”, says the Wellcosan CEO, Tom Keller.

„We are very pleased to support Wellcosan, a young and fast growing company present with its products in two exciting markets. The therapeutic and cosmetic applications as well as the appliances for the sport regeneration offer many growth opportunities which Tom Keller and the Wellcosan team will continue to explore with high innovation force and motivation”, comments Sebastian Brose, Investment Director at BIP. “Besides the attractive product portfolio, the convincing multi-channel marketing strategy puts the company in an excellent position for further market development”, adds Katrin Wehr-Seiter, Partner at BIP.

BIP Capital Partners

L U X E M B O U R G

About Wellcosan:

Wellcosan was founded in 2007 by Kerstin and Frank Keller as a trading company for products in the healthcare, wellness and medical areas. Since the strategic re-orientation and the creation of the brands *Venen Engel* and *Reboots* by today's CEO Tom Keller in 2016, the company has focussed on the development and the Direct-to-Consumer sale of devices for Dynamic Pressure Massage and Intermittent Pneumatic Compression (IPC) for athletes, medical and cosmetic applications. The company employs around 30 people.

About BIP:

BIP invests in medium sized companies with clear growth perspectives, primarily in Germany, France, the Benelux countries, Austria and Switzerland. BIP helps firms from different sectors with their development and growth, providing both in-depth expertise and finance for additional growth initiatives or acquisitions.

More info: www.bip.lu

BIP was advised for the transaction by wdp (Commercial), Crowe BPG (Financial), KWM Europe (Legal and Tax) and wuerthenberger (IP and Regulatory).

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