

Press Release

Bathroom furnishings manufacturer heibad seeking to reposition itself – PLUTA attorney Peter Roeger appointed provisional administrator

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heibad Badmöbel Vertriebs GmbH has filed for insolvency with the Local Court of Nuremberg so that it can respond to the economic challenges it faces and establish the conditions needed to secure its long-term future. On 5 May 2025, the court ordered provisional insolvency administration and appointed restructuring expert Mr Peter Roeger from PLUTA Rechtsanwalts GmbH as provisional administrator.

The renowned bathroom furnishings manufacturer remains fully operational. The wages and salaries of the some 120 employees are guaranteed for the months of April, May and June thanks to specific substitute benefits provided under German insolvency law. Pre-financing is currently being arranged to ensure timely payment of these benefits.

Constructive discussions

Attorney Mr Peter Roeger has already been on site to form a personal impression and has held initial discussions with management. “The business is on a solid footing, and the discussions with employees and the management team

PLUTA press contact

Patrick Sutter
relatio PR
+49 89 210 257-22
presse@pluta.net

PLUTA expert



Peter Roeger

Rechtsanwalt, Fachanwalt für
Insolvenz- und Sanierungsrecht,
Wirtschaftsjurist



Jacqueline Tilberis

Rechtsanwältin

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.

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have been open and focused on finding a solution. The priority now is to develop a future outlook and lay the groundwork for a successful restructuring,” said Mr Peter Roeger, who will be supported in the proceedings by attorney Ms Jacqueline Tilberis and business lawyer Mr Maximilian Wanko.

The company has had to file for insolvency on account of a liquidity shortage caused by declining orders and sales in the difficult market environment. A structured M&A process will now be conducted with a view to finding suitable investors or partners and developing a long-term solution for the company.

Management also feels optimistic, despite the current challenges: “The company has pursued a growth strategy and made investments in recent years, but the general conditions have worsened significantly in the meantime and the order volume is low. We have therefore had to respond and file for insolvency. We see this as an opportunity to stabilise the company and reposition it for the future. With the insolvency administrator’s support, we want to preserve our business.”

heibad is a midsize company based in the Franconian Lake District that designs and produces bathroom furnishings with the hallmark of ‘Made in Germany’ quality. Its production setup in Heideck covers some 10,000 m². The company is known for its modern machinery, highly skilled joiners and technical ability in the area of installation. It uses high-quality materials and components supplied by well-known manufacturers within its own production facility to produce premium bathroom furnishings. The



Maximilian Wanko
Master of Laws (LL.M.)

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business was founded in 2000 and has evolved from a purely sales-focused company into an industrial enterprise with its own production facilities. Mr Martin Uhlig and Mr Andreas Schmidpeter have been running the company as second-generation managing partners since 2016.

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