

Flums, 4 July 2023

Succession W. Schneider+Co AG

W. Schneider+Co AG (www.wschneider.com) has been a household name for “Made in Switzerland” mirror cabinets and illuminated mirrors for 70 years. As the Swiss market leader, Schneider’s high-quality products can be found in many bathrooms in Switzerland, and far beyond the country’s borders.

As part of a long-term succession plan, the previous owners around CEO Martin Holenweg have decided to sell the company. Switzerland’s Kowema AG (www.kowema.ch) has therefore taken over the company. This step ensures the long-term and further development of W. Schneider+Co AG as an independent Swiss company. The production facilities in Flums, which in recent years have been greatly expanded and modernised, will continue to be the home of around 80 employees in the future. Martin Holenweg will step down from his current role as CEO in the medium term and will continue to support the company in a strategic role for a transitional period.

About W. Schneider+Co AG

W. Schneider+Co AG can look back on a 70-year history. The company was established in 1953 in Langnau am Albis, Switzerland, by Walter Schneider. In Switzerland, Schneider has long since become the market leader in durable mirror cabinets made of high-quality materials to high design standards. In addition, the company serves selected markets in Europe. Schneider only manufactures the mirror cabinets and illuminated mirrors in Switzerland at its own factory in Flums (St. Gallen). The company employs about 80 people. To date, Schneider has designed and produced more than three million mirror cabinets in its own factory in Switzerland.

About Kowema AG

The new owner, Kowema AG, unites a network of various Swiss SMEs under a single management, all of which were taken over as part of succession planning and will continue to be managed sustainably in the interests of the seller. The existing seven Swiss companies develop, produce and distribute technologically demanding products and services at their local and foreign locations. The founders and owners of Kowema AG, as the parent company, are 26 different pension funds of successful Swiss companies and collective SME pension investors. The group currently employs around 2000 people.

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