

Ossenberg GmbH – The market leader for orthopedic walking aids

The Starting Point

One of the two founders of the company wanted to sell his stake in the firm, while the other wished to further carry out his plans to grow the company with a strong partner. zwei.7 took over the stake of the exiting partner, and since early 2020 has helped to guide and shape the company's growth strategy.

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Key Success Factors

- Takeover and integration of the largest market competitor
- Purchase of a German producer in the high-price segment
- Increase in gross profits via changes in purchasing and pricing policies
- The filling of vacant positions, including those in upper management
- Implementation of a group-wide ERP and manufacturing execution system
- Implementation of various digitalization projects
- Development of a comprehensive corporate strategy (Vision, Mission, Values)

The Result

In spite of corona-related revenue drops in Ossenberg's core business, the firm posted its best result in company history in 2020.

Even more importantly, Carsten Diekmann, the founder of Ossenberg GmbH, noted that he could not have found a better team as a business partner.