

## **Press release** May 2023

### **KNOX finds a successor for the professional clothing specialists först class**

In the context of a forthcoming company succession, först class GmbH, a quality supplier of professional clothing in both the medical and retail sector, has been able to acquire Dr. Michael Ahrens and Julia Ahrens as new managing partners. The previous partners Claus Först and Monika Borßim will continue to be available for a transition period and successively hand over the company which has been successful for over 25 years.

“With Julia and Michael Ahrens we have not only been able to acquire successors with considerable textile experience but also with impressive marketing knowhow”, explains the company founder Claus Först.

“And we are particularly glad to be able to bring this wealth of experience into a company which over the last few decades has been able to position itself as a leading brand with a high-quality range of professional clothing for pharmacies”, adds Michael Ahrens.

Polo shirts, cardigans, fleece jackets and tunics in “först white”, but also in a variety of coordinated colours, are in use in thousands of pharmacies all over Germany. “A range that has wonderful potential for medical practices, dental surgeries, for beauty, care, therapy and wellness”, reports Julia Ahrens.

Already today först class – with a separate product programme – is also represented in the food retail business and in medical and dental practices. Here the team outfitting of various chains is carried out in addition to the original först class range. In order to further expand this market position, the först class team will also be strengthened in the course of the company handover to offer more customer proximity in 2023 with its popular on-site consulting service now that the corona pandemic is over.

“We have a good feeling that we have made the right choice in deciding who to entrust with the responsibility of our lifetime achievement”, is how Monika Borßim welcomes the new managing partners.

The Hamburger M&A Consultancy KNOX was responsible for the relevant sales process, talks and negotiations and Due Diligence for först class GmbH.

### **About KNOX**

KNOX is a consultancy firm whose team has been advising companies with regard to strategic challenges for over 15 years, in particular also in the comprehensive support and successful completion of company transactions. KNOX also accompanies investors (strategic and financial investors) in their search for appropriate investment / participation opportunities.