

Press release,

Paris, July 2018, “Acquisition of PLEYEL PIANOS by ALGAM”

Thomas, Mayer & Associés (TMA), advises ALGAM in the acquisition of PLEYEL’S PIANOS.



The law firm **Thomas, Mayer & Associés** assisted the company **Algam** in the acquisition of the constitutive companies of the Pleyel pianos, “Manufacture Française de Pianos” and its subsidiary Pleyel International.

Algam, a family-owned group established in 1971, has redefined the concept of importation and distribution of musical instruments and audio equipment, video and light cover by becoming the leader of the French market with more than 100 million euros of turnover and 250 associates.

The group continues to pursue its development and diversification strategy by also focusing its activities on manufacturing. It is within this framework that **Algam** decided to take over the **Pleyel** brand, which has become synonymous of French excellence and of great expertise in the field of instrument manufacturing.

Founded in 1807, **Pleyel** is the oldest piano manufacturer in the world still in business with nearly 270,000 high-quality pianos recognizable by their romantic sound, innumerable innovations and models that have marked the evolution of the instrumental record, his links with great composers, the most emblematic of which is undoubtedly Frédéric Chopin.

Strengthened by its historical legitimacy, its international reputation and its expertise in high-quality, the **Pleyel** House is part of the French cultural and craft heritage.

Today, **Algam** puts its expertise in manufacturing, particularly with the construction of a new factory in France, and its distribution expertise in favor of Pleyel pianos.

The buyers were advised by the law firm **Thomas, Mayer & Associés** – Paris (Emma Bensoussan-Crémieux & Karen Chérif, partner).

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About Thomas, Mayer & Associés:

THOMAS, MAYER & ASSOCIÉS (TMA) is a French law firm established in Paris and Hong Kong. TMA provides its clients with the possibility to carry out their investment projects owing to technical solutions based on its in-depth knowledge of the economic and legal environments of these regions, together with its more than 20 years of experience in the commercial and legal practices of the relevant countries. TMA specializes, in particular, in the economic migration of companies from Europe to South-East Asia, particularly China, and from South-East Asia to Europe, particularly France.

