

BÄR & KARRER ADVISES FARNER ON ITS PARTNERSHIP WITH BLUEGLASS

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The **Farner group**, a portfolio company of **Waterland Private Equity**, partnered with the **BlueGlass group** to expand its agency alliance "**Team Farner**". The Zurich-based BlueGlass group specializes in the fields of digital strategy consulting, search engine optimization, digital campaigns as well as content marketing. Both agencies are joining forces to offer their clients a comprehensive digital service spanning all communication disciplines.

One year ago Farner announced its Swiss and European growth strategy. Farner Switzerland is now laying the foundations for a digital ecosystem with the digital marketing agency BlueGlass. More digital marketing agencies will be brought on board over the coming months under the Farner brand. The growing team of digital experts will provide a digital boost for clients in all the integrated fields of communications – from public affairs, corporate communications and marketing communications to branding and change.

Bär & Karrer has acted as legal advisor to the Farner group in this transaction. The team was led by partners **Christoph Neeracher** (pictured right) and **Philippe Seiler** (pictured left) and included **Benjamin Grunwald**, **Luana Stämpfli** and **Yascha Fengler** (all m&a), **Susanne Schreiber**, **Cyrill Diefenbacher**, **Fabian Capt** (all tax/structuring), **Manuel Schmid** (employment), **Jonas Bornhauser** (IP/IT) as well as **Thomas Stolz** and **Fabian Turtschi** (both notarial services).