

Consumer Products and Services Deals for February 2019

Company Name	Description	Deal Synopsis
Club Champion	Provider of custom fitting services and golf equipment, with the goal of producing longer, more accurate shots to lower golfers scores. The company uses trained fitters and the latest in ball flight measuring technology to deliver a tour-quality fitting experience using an unbiased approach, thereby enabling golfers to focus on their game and play in an enhanced way.	The company was acquired by Levine Leichtman Capital Partners and its management through an LBO on February 5, 2019.
Consolidated Analytics	Operator of a national valuation firm, intended to offers easily accessible accurate and streamlined services through its advanced web platform. The company specializes in the management and disposition of Real Estate Owned (REO) portfolios through its innovative, comprehensive and fairly-priced products and services in the areas of valuation, due diligence, mortgage fulfillment, advisory, risk and asset management for the real estate finance industry.	The company was acquired by Eos Partners, Seal Rock Partners and its management through an LBO in February 2019 for an undisclosed sum. The financing was used for the acquisition of Carrington Property Services.
Demert Brands	Manufacturer of hair care products. The company offers a wide range of shampoos, conditioners and styling products which are free of sulfates, phthalates, and synthetic dyes, providing customers with quality products at affordable prices.	The company received an undisclosed amount of development capital from Main Post Partners on February 14, 2019. The fund will be used to drive heightened consumer awareness, continued new product innovation and ongoing retailer support.
Eddy Packing	Producer of smoked, cooked and fresh pork, beef and poultry products. The company's food products include fully cooked, marinated, cured, fresh, and naturally smoked meat selections in both fresh and frozen varieties, as well as renders sausage, bakery products, barbecue items, marinated steaks, fajitas, child nutrition items, enabling the customers and food product industries to get access to quality beef, pork, and poultry products.	The company was acquired by Insight Equity through an LBO on February 8, 2019 for an undisclosed sum. As a result of transaction Mason Wells sold its stake in the company. The company was advised by Robert W. Baird, and Quarles & Brady served as legal counsel.

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Envoy (Automotive)	Developer of a community-based shared mobility platform designed for apartments, hotels and workplaces. The company's platform provides a plug n' play solution to property management companies as an exclusive community amenity, enabling customers to use affordable, convenient and sustainable mode of transportation.	The company received an undisclosed amount of development capital from Macquarie Group o February 19, 2019.
Fitness Connection	Operator of a fitness club chain. The company offers a range of amenities and services of a large, full-service premium club for as low as \$10 per month, memberships include access to state-of-the-art strength or cardio equipment, functional training areas, women's only workout areas, short-term child care, cycling studios and other amenities. It offers memberships which include group workout classes including spin, yoga, pilates, kickboxing and intensity interval training.	The company was acquired by Roark Capital Group through an LBO on February 4, 2019 for an undisclosed sum.
FSA Store	Provider of an online shopping platform intended to offer daily essentials for FSA and HSA holders. The company's online shopping platform offers flexible spending account eligible products such as travel essentials, schooling kits, baby care products, diagnostic products, eye care, feminine care and vitamin supplements as well as educational resources, enabling consumers to avail the product at a reasonable rate.	The company was acquired by Beecken Petty O'Keefe & Company through an LBO on February 14, 2019 for an undisclosed sum.
FullBeauty Brands	Retailer of plus-size apparel and accessories. The company's wide range of apparel is available for both men and women at discounted prices and are sold through online stores to customers located all across the United States.	The company was acquired by Oaktree Capital Management, The Goldman Sachs Group and Voya Financial by converting \$900 million of debt into an equity stake worth 100% of the company on February 4, 2019.
Highway Express Trailer Repair Company	Provider of semi-trailer repair services. The company is a 21,000 square foot shop facility.	The company was acquired by Dickinson Fleet Services, via its financial sponsor Ridgemont Equity Partners, through an LBO on February 12, 2019 for an undisclosed sum.

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HydroRain	Provider of contractor-grade line of landscape irrigation & low voltage lighting products. The company's products include valves, lighting and controller which are faster to install while maintaining complete parts interchangeability, providing clients low switching cost, tight tolerances and strict conformance to engineering standards.	The company was acquired by Platinum Equity through an LBO on February 6, 2019 for an undisclosed sum. Debt financing was provided by Steel City Capital Funding in this round.
Hydrow	Manufacturer of workout equipment intended to offer workouts from select studios for a whole-body approach to health. The company's equipment helps in training and working out on legs, core, back and arms with a patent-pending variable force curve technology that is adjustable to body's needs along with yoga, functional movement and stretching classes, thus enabling customers to experience live on-river outdoor rowing experience at-home.	The company received \$25 million of development capital from L Catterton on February 7, 2019. The investment will enable Hydrow to bring its connected fitness rower to consumers across the country.
Jacuzzi	Manufacturer and distributor of branded bath and plumbing products designed to provide rejuvenating characteristics of hydrotherapy. The company's bathtub and shower collections offers magnificent massaging action and enables to add luxury and comfort to bathing.	The company was acquired by Investindustrial and Nottingham Spirk through an LBO on February 26, 2019 for an undisclosed sum.
Macknight Food Group (US operations)	Operator of smoked salmon business. The business is engaged in the distribution of smoked salmon in the United States.	The US operations of MackNight Food Group were acquired by Honey Smoked Fish Company, via its financial sponsor McCarthy Capital, through an LBO on February 15, 2019 for an undisclosed sum.
Park Lane Hotel	A 46-story luxury hotel located in New York, United States. The hotel comprises spacious, elegant guest rooms and guest sites along with exquisite bath products, fine linens and other amenities. It reflects grand European style, from the majestic ballroom to the intimate lobby and it sits directly on the edge of beautiful Central Park.	An undisclosed investor sold a stake in the company to Mubadala Investment Company for \$140 million on February 6, 2019.

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Perennials and Sutherland	Operator of a luxury brand in application-dyed acrylic performance fabrics, outdoor furniture and indoor accessories. The company designs and manufactures the look and feel of quality natural materials with the properties of durable outdoor fabrics including resistance to stain, water, mold and mildew along with UV stability and carefree maintenance for a wide range of residential and commercial customers.	The company was acquired by Bertram Capital Management through an LBO on February 5, 2019 for an undisclosed sum. Twin Brook also provided debt financing to support the transaction.