

Consumer Products and Services Deals for July 2021

Company Name	Description	Deal Synopsis
220 Laboratories	Manufacturer of specialty aerosol and liquid products intended for the personal care industry. The company offers skincare, cosmetics and hair products through in-house microbiologists, analytical chemists and new custom formulations, enabling clients to meet the demands of their customers.	The company was acquired by PLZ Aeroscience, via its financial sponsor Pritzker Private Capital, through an LBO on July 12, 2021 for an undisclosed sum. The acquisition will allow PLZ Aeroscience to offer its customers an end-to-end suite of solutions, from new product ideation and formula development to the custom manufacturing of aerosol and non-aerosol products.
29029	Operator of a wellness tourism agency intended to deliver the experience of climbing Mount Everest. The company produces events that challenge participants to hike uphill on ski mountains, returning to the base by gondola after each ascent, until they have reached a cumulative elevation gain of 29,029 feet, the equivalent of Mt. Everest, the world's tallest mountain, in 36 hours.	The company was acquired by iFit, via its financial sponsor Pamplona Capital Management, through an LBO on July 23, 2021 for an undisclosed sum. The acquisition delivers a new dedicated endurance athlete segment to iFit's growing community of over six million members and marks the company's entrance into the fast-growing experiential events and wellness tourism business.
Aluminess Products	Manufacturer and designer of off-road aluminum products for trucks, vans and sport utility vehicles intended to provide additional protection for the vehicle. The company offers front and rear bumpers, roof racks, swing arms, surf poles, surf hooks and accessories to its customers, thereby allowing them to get the full performance out of their suspension and prevents wear and tear on their alignment, brakes and tires.	The company was acquired by Bestop, via its financial sponsor Kinderhook Industries, through an LBO on July 21, 2021 for an undisclosed sum.
Anywhere Cart	Manufacturer of charging carts designed for a wide range of devices in Temecula, California. The company's range of products includes charging cabinets, charging carts, accessories and others for charge various products such as iPads, tablets, Chromebooks and laptops, enabling customers to access their products to charge their products easily.	The company was acquired by Rallyday Partners through an LBO on July 8, 2021 for an undisclosed sum. In support of the transaction, Ironwood Capital provided an undisclosed amount of mezzanine financing.

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At Home Group	At Home Group Inc operates home decor superstores in the United States. The company's stores offer approximately 50,000 items, such as accent furniture, mirrors, patio cushions, rugs and wall arts, artificial flowers and trees, bedding and bath products, candles, garden and outdoor decor, holiday accessories, home organization, pillows, pottery, vases, and window treatments.	The company was acquired by Hellman & Friedman through a \$2.8 billion public-to-private LBO on July 23, 2021. The transaction amount includes the assumption of debt.
Big Blanket Co	Manufacturer and retailer of blankets. The company offers a variety of polyester and spandex blankets of various styles, sizes, colors, patterns and textures, enabling customers to avail luxurious, cozy and premium blankets.	The company received an undisclosed amount of development capital from Altacrest Capital, Source Capital and Venturi Wealth Management on July 16, 2021. As a result of the transaction, the company was recapitalized. Source Capital provided debt financing and CrossFirst Bank provided a credit facility in support of the transaction.
Certified Collectibles Group	Provider of expert, impartial and tech-enabled services intended to add value and liquidity to collectibles. The company offers expert authentication, grading and conservation services for a wide range of collectibles including coins, banknotes, comic books, magazines, concert posters and stamps, thereby adding transparency to the market and giving greater confidence to buyers and sellers around the world.	The company was acquired by The Blackstone Group, Roc Nation, SC.Holdings, Mastry, Main Street Advisors, Mr. Michael Rubin, Mr. Andre Iguodala and Mr. Daryl Morey through an LBO on July 1, 2021 for an undisclosed sum. The transaction values the company at \$500 million. The transaction was supported by an undisclosed amount of debt financing from Golub Capital.
Champion Brands	Manufacturer of specialty lubricants intended for consumer and industrial applications including automotive, construction and agricultural. The company offers a wide range of advanced, engineering-approved fluids for wear protection, high-temperature stability, improved efficiency, oxidation resistance and friction reduction, enabling clients to improve the performance and life of their equipment.	The company was acquired by PLZ Aeroscience, via its financial sponsor Pritzker Private Capital, through an LBO on July 6, 2021 for an undisclosed sum. The acquisition will allow PLZ Aeroscience to continue growing their specialty automotive and industrial footprint across North America.
Coral Springs Animal Hospital	Provider of veterinary services based in Coral Springs, Florida. The company offers a boarding facility, primary and preventive care practices and specialty services to its clients.	The company was acquired by Encore Vet Group, via its financial sponsor North Castle Partners, through an LBO on July 27, 2021 for an undisclosed sum.

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Core Wellness	Developer of meditating devices designed to make it easy and simple to do meditation daily. The company's devices use dynamic vibrations to center the attention and the biosensors give feedback to become relaxed, focused and stay consistent, enabling users to meditate seamlessly and manage their stress levels.	The company was acquired by Hyperice, via its financial sponsors 32 Equity, OneTeam Partners, SC.Holdings, Kaulig Capital and Main Street Advisors, through an LBO on July 27, 2021.
Dolly	Provider of an on-demand contactless delivery & moving service intended to reimagine bulky item delivery. The company's platform connects users with helpers for delivery services while customizing the service level and the date and time for the service as per the user's requirement, enabling users to get help on their time at an affordable price and businesses to increase retail revenue.	The company was acquired by Updater, via its financial sponsor Fidelity International, through an LBO as of July 13, 2021 for an undisclosed sum. This strategic transaction advances Updater's growth strategy and aligns with its mission to become the go-to destination for consumers to conquer their moves.
Doubletree Suites By Hilton Hotel Anaheim Resort	Operator of hotels and restaurant chains located in Anaheim California. The company offers services such as basic amenities, rooms and suites, dining and drinks, meeting and events rooms, thereby enabling customers to have their stay comfortable.	The company a subsidiary of Hilton Worldwide Holdings, was acquired by AWH Partners and Apollo Global Management through an LBO on July 29, 2021 for an undisclosed sum.
EVERFI (Higher Education and Campus Prevention Network Business)	Provider of resources and insights intended for supporting higher education institutions in driving lasting and large-scale change. The company offers programs for sexual assault and harassment, alcohol and drug abuse, wellness and mental health or diversity, thereby enabling students to advance their health and safety initiatives.	The higher education business of EVERFI was acquired by Vector Solutions, via Genstar Capital and Insight Partners, through a \$100 million LBO on July 20, 2021.
Evergreen Lawn & Pest Control	Provider of lawn care and pest control services based in Apopka, Florida. The company provides lawn care, pest control, termite treatment, tree and shrub care, mosquito control and lawn aeration services to its clients.	The company received an undisclosed amount of development capital from Dubin Clark & Company on July 21, 2021. As a result of the transaction, the company was recapitalized.
Fairfield County Portable Restrooms	Provider of easy, safe and clean temporary site services based in Stamford, Connecticut. The company works with event planners and contracting companies, providing clients safe and clean services.	The company was acquired by United Site Services, via its financial sponsor Platinum Equity, through an LBO in July 2021 for an undisclosed sum.

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Goldin Auctions	Provider of online auction services. The company operates a 24-hour, internet and broadband television network that allows viewers to participate remotely in sports memorabilia and rare playing card auctions taking place throughout the world.	The company was acquired by The Chernin Group, D1 Capital Partners, Cohen Private Ventures and Mr. Nathaniel Turner through an LBO on July 1, 2021 for an undisclosed sum. The merger will allow for the businesses to start building out capabilities driven by data and by offering a full slate of services to collectors.
Halt Pest Control	Provider of pesticide control services to its residential and commercial clients. The company offers wildlife control, removal, weed control, pest prevention and elimination services, helping its customers protect their properties from unwanted insects at an affordable price.	The company was acquired by Certus Pest, via its financial sponsor Imperial Capital Group, through an LBO on July 21, 2021 for an undisclosed sum.
HELP Plumbing, Heating, Cooling, Drains And Electric	Provider of installation and repair services of electrical, drainage and septic systems. The company offers drainage cleaning, heating installation and repairs, AC maintenance, leak detection, plumbing fixture installation and other services, enabling its customers to deal with leaks, toilet clogging and other issues related to HVAC systems in a more effective way.	The company was acquired by Service Champions, via its financial sponsor Odyssey Investment Partners, through an LBO on July 19, 2021 for an undisclosed sum. This combination will create a national platform that will expand Service Champions' ability to provide best-in-class customer service in the heating and cooling industry beyond the West and across the United States.
Home Center Supply	Retailer of specialty building materials catering to professional builders and do-it-yourselfers. The company offers lumber, doors, windows, drywall, hardware, roofing and decking products across Central Arizona, thereby providing customers with expert advice, tools, equipment and the products to get the job done.	The company was acquired by US LBM Holdings, via its financial sponsors Alaska Permanent Fund and Bain Capital, through an LBO on July 2, 2021 for an undisclosed sum.
I Love My Dog So Much	Publisher of an online magazine intended for dogs and entertainment. The company focuses on wellness, educational resources for pet owners, advocacy, inspiring stories and animal rescue, thereby enabling the audience with tips and tricks on how to train a dog, easy homemade treats, a fun dog blog and dog videos.	The company was acquired by Perkin Industries through an LBO on July 12, 2021 for an undisclosed sum.

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Integrity Construction & Development	Provider of insurance restoration and reconstruction services for both commercial and residential properties throughout New Hampshire and Massachusetts. The company offers property restoration from loss or emergency involving flood, water, fire, smoke, mold and weather-related incidents, ensuring that the restoration process concludes with the property being restored to pre-loss condition and client's satisfaction.	The company was acquired by BluSky Restoration Contractors, via its financial sponsors HarbourVest Partners and Dominus Capital, through an LBO on July 20, 2021 for an undisclosed sum.
Klymit	Manufacturer of outdoor camping products designed to help users live and sleep outside as comfortably as you they do in their own bed. The company specializes in sleeping pads, sleeping bags, pillows, tents, hammocks, blankets and other accessories, thereby providing users with lightweight and easy-to-use products, saving more of their energy, so they can enjoy themselves when they step outside.	The company was acquired by MacNeill Pride Group, via its financial sponsor Centre Partners, through an LBO on July 16, 2021 for an undisclosed sum. The addition of the company to MPG's portfolio of brands further enhances its platform in the outdoor recreation space, adding to its position in sporting goods.
Kodiak Cakes	Producer of premium breakfast items based in Park City, Utah. The company offers a wide range of mixes which include flapjack waffles, granola muffins, oatmeal, brownie mixes, granola protein bars and gourmet syrups using whole grains that are free of fats, preservatives as well as sugar, thereby providing consumers with food products rich in fiber, B vitamins and antioxidants at a competitive price.	The company was acquired by L Catterton through an LBO on July 1, 2021 for an undisclosed sum.
Loftey	Provider of an online rental platform intended to reduce false leads, expensive broker fees and high moving costs out of the apartment-hunting process. The company uses technology to set up appointments, streamline the search process and organize applications and lease signings, enabling city dwellers to find places to live with financial incentives such as free moving and guaranteed rent reductions.	The company was acquired by Anacapa Partners through an LBO on July 16, 2021 for an undisclosed sum.

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LunchboxWax	Operator of waxing salons intended to provide personal care services. The company offers speed-waxing services for the face and body through its three-step process.	The company was acquired by WellBiz Brands, via its financial sponsors Golub Capital BDC and KSL Capital Partners, through an LBO on July 20, 2021 for an undisclosed sum. As part of the transaction, WellBiz Brands adds its fifth concept to its franchise portfolio and becomes the franchisor for 49 LunchboxWax salons.
Masters Building Products	Manufacturer and distributor of building materials, specializing in all types of moldings and flooring supplies. The company offers eco-friendly flooring styles between interior and exterior applications, molding products that include decorative trims and transitions moldings and outdoor products such as siding, decking, turf and pavers.	The company was acquired by Boyne Capital Partners through an LBO on July 15, 2021 for an undisclosed sum.
Millwork 360	Designer and manufacturer of custom mouldings and doors based in Tampa, Florida. The company offers a wide range of custom wood products including moulding profiles, interior doors, exterior doors and fiberglass doors made from computerized rough mill combined with machinery, optimization software and defect scanner technology to maximize material yield, thereby providing customers with a tailored look while maintaining competitive pricing	The company was acquired by The Marwin Company, via its financial sponsors Validor Capital, through an LBO on July 13, 2021 for an undisclosed sum.
Musart Boutique	Operator of an online art marketplace dedicated to making art accessible and giving anyone the opportunity to own a piece of the museum. The company offers original art pieces, licensed products and accessories in different forms that are designed by iconic artists representing their cultural heritage, enabling buyers to get art and culture products together at accessible prices.	The company was acquired by Groupe BOW, via its financial sponsor NextStage AM, through an LBO on July 29, 2021 for an undisclosed sum. This transaction will enable the company to benefit from Groupe BOW's platform, including a mature direct-to-consumer (D2C) digital ecosystem, multiple warehouse locations to serve consumers around the globe and its R&D center.
North Shore Fitness	Provider of fitness services based in Franklin, Massachusetts. The company offers fitness training programs to its members.	The company was acquired by CDM Fitness Holdings, via its financial sponsor SBJ Capital, through an LBO on July 8, 2021 for an undisclosed sum.

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PlayMonster	Designer and manufacturer of toys and games for children, adults and families. The company offers entertainment products such as children's puzzles, preschool toys, creative activities and teaching tools which are distributed through mass, e-commerce, and specialty retailer channels across the U.S. and U.K.	The company raised mezzanine financing from Patriot Capital on July 19, 2021. The company received subordinated debt and equity co-investment. The funds were used to support the acquisition of Ann Williams Group.
Precision Botanical	Manufacturer of chemical and cannabidiol (CBD) products focused on purity, accuracy and transparency. The company offers a wide range of antioxidants, vitamins, capsules, salves and oils, providing safe and effective botanical supplements to customers.	The company was acquired by Bluebird Botanicals, via its financial sponsor Juggernaut Capital Partners, through an LBO on July 12, 2021 for an undisclosed sum. The transaction will allow Bluebird Botanicals to strengthen its supply chain, continue to adhere to the hemp extraction process for all of its products and further establish the combined company's brand reputation for purity, safety and quality among retailers and consumers.
Quality Water Service	Developer of water dispenser systems designed to offer pure, safe, clean and refreshing water. The company's systems are made with the environment in mind and feature eco-friendly water filters that are biodegradable and reusable, enabling customers to avoid the unnecessary use of plastic.	The company was acquired by Waterlogic, via its financial sponsor Castik Capital, through an LBO on July 3, 2021 for an undisclosed sum. The deal allows Waterlogic to establish a direct presence in Puerto Rico and to build on its capabilities and customer base in Chile and Colombia following their market entry with the acquisitions of Aquafree in Chile in 2019 and Hidrospot in Colombia in 2020.
Rough Country Suspension Systems	Manufacturer of performance-enhancing products and accessories to the truck, jeep and SUV enthusiast markets. The company offers a range of products such as aftermarket suspension components, stabilizers, off-road accessories and coil springs, enabling enthusiast vehicle owners to have a safe and comfortable traveling experience while navigating different terrain.	The company was acquired by TSG Consumer through an LBO on July 29, 2021 for an undisclosed sum.

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Spyhouse Coffee	Operator of cafés and wholesaler of roasted coffee based in Minneapolis, Minnesota. The company offers a wide variety of coffee and bakery products at its cafés, sells roasted coffee, drinkware and apparel through its website and also operates a roasting facility through which it supplies freshly roasted coffee to businesses such as grocery stores, coffee shops and restaurants.	The company was acquired by FairWave, via its financial sponsors Great Range Capital and Harris Preston & Partners, through an LBO on July 16, 2021 for an undisclosed sum.
St. Barth Properties	Provider of vacation rental management (VRM) services across the United States and French West Indies. The company offers private villas, hotels, real estate stays, enabling customers to enjoy their vacations in exclusive hotels as per their likes and requirements.	The company was acquired by Nocturne Villa Rentals, via its financial sponsors Gladstone Investment and Aureus Capital, through an LBO on July 23, 2021 for an undisclosed sum.
Suja	Producer of cold-pressed organic juices intended to help people everywhere live their lives with conscious nutrition. The company offers organic, non-GMO, cold-pressed, chemical-free, filler-free, gluten-free, preservative-free juices in a wide range of varieties including green juice, lemonade, fruit-forward, probiotics, energy juices, thereby providing customers with healthy refreshment options.	The company was acquired by Paine Schwartz Partners through an LBO on July 13, 2021 for an undisclosed sum.
TaylorMade	Manufacturer of high-performance golf equipment, golf balls and accessories. The company's portfolio of products includes golf drivers, fairways, wedges and sets, putters, apparel, golf bags and other accessories, enabling athletes and golfers to perform at their best.	The company was acquired by Centroid Investment Partners through a \$1.7 billion LBO on July 16, 2021. The company received \$725 million in senior borrowing, \$225 million of subordinated borrowing and \$430 million of mezzanine to support the transaction.
ThePerfumeSpot	Supplier of fragrances and bath products based in Edison, New Jersey. The company offers candles hair care and body products to its clients.	The company was acquired by Baymark Partners and its management, through an LBO on July 1, 2021 for an undisclosed sum.
Unleashed Brands Group	Operator of a platform of brands for kids. The company provides safe, fun and enriching environments, enabling its clients to help their kids learn, play and grow.	The company was acquired by Urban Air Adventure Park, via its financial sponsors ICP Group (Irving), MPK Equity Partners, AHR Growth Partners and Princeton Equity Group, through an LBO on July 14, 2021 for an undisclosed sum.

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Wata Games	Provider of video game grading services intended to empower collectors to collect sealed games, CIB games, loose cartridges and video game collectibles with confidence. The company assesses contents, authenticity and condition and considers all relevant game information and assigns a final grade and unique identifiers for web reference and internal use, helping customers by assessing a game's true identity.	The company was acquired by Collectors Universe, via its financial sponsors The Chernin Group, Stripes, D1 Capital Partners and Cohen Private Ventures, through an LBO on July 14, 2021 for an undisclosed sum. The acquisition will allow Collectors Universe to expand into the collectible video game industry.
Window Nation	Supplier of building products for the residential repair and replacement market. The company offers products like windows, doors, roofing, siding and other accessories as well as installation, remodeling and replacement services for them, thereby delivering customers with quality products and services at market-leading prices.	The company was acquired by AEA Investors through an LBO on July 17, 2021 for an undisclosed sum. The investment in the company represents an opportunity for AEA Investors within the attractive home services industry, specifically the replacement window sector, which is a large, growing and fragmented market.
WizKids	Developer of board games and collectibles dedicated to creating games driven by imagination. The company offers miniature games, collectible dice and boxed war and strategy games to brands, providing them with continuous product development, additional line extensions and complementary accessories.	The company, a subsidiary of National Entertainment Collectibles Association, was acquired by Texthelp, via its financial sponsor Five Arrows Principal Investments, through an LBO on July 8, 2021 for an undisclosed sum.
World Poker Tour	Operator of a televised gaming tournament intended to promote the sport of poker. The company provides television poker production, brand licensing, tour management and online gambling services.	The company, a subsidiary of Allied Esports International, was acquired by Element Partners through a \$105 million LBO on July 1, 2021.