

Consumer Products and Services Deals for February 2023
PE Industry Update

Company Name	Description	Deal Synopsis
Adam's Pest Control	Provider of pest control services based across Port Saint Lucie, Florida. The company offers a wide range of services that include pest treatment, termite prevention, bed bug treatment, rodent control, outdoor pest treatment as well as lawn care, thereby delivering clients with environmentally aware, effective and affordable pest treatments.	The company was acquired by Rockit Pest, via its financial sponsor Halle Capital Management, through an LBO on February 8, 2023 for an undisclosed amount.
Aquaflow (Florida)	Provider of water treatment services and equipment intended for residential and commercial customers. The company specializes in the maintenance, repair, testing and installation of water filtration, water softening, well water pumps and filtration and water heating systems, thereby offering a comprehensive suite of water services to offer customers purified water.	The company was acquired by Flotilla Partners, via its financial sponsor Osceola Capital Management, through an LBO on February 1, 2023 for an undisclosed amount.
Blades of Green	Provider of residential lawn care, pest control, and other home services in parts of Maryland and Virginia. The company offers aeration and seeding, tree care, mosquito control, bed weed control and pest control services, along with customized lawn care programs for their clients.	The company was acquired by Senske Services, via its financial sponsor GTCR, through an LBO on February 14, 2023 for an undisclosed amount. This acquisition will expand Senske's footprint into the Mid-Atlantic region.
Boise Tree	Provider of arboriculture and plant health care services focused on discerning homeowners in the greater Boise area. The company specializes in tree removal, stump grinding, pruning and associated tree care services.	The company was acquired by SavATree, via its financial sponsors Apex Partners, Golub Capital BDC and Golub Capital BDC 3, through an LBO on February 28, 2023 for an undisclosed amount.
Brightmore Brands	Operator of a chain of thrift stores intended for clothing and household textiles. The company offers a sustainable retail value chain for apparel, thereby minimizing waste and funding important social causes.	The company was acquired by Beach Point Capital Management through an LBO on February 22, 2023 for an undisclosed amount. This acquisition will help the company to become a sustainable retail value chain for apparel that minimizes waste and funds important social causes. As part of the transaction, management will retain a minority stake in the company.

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Desi Fresh Foods	Producer of Indian-style dairy products intended to offer authentic food traditions and flavors. The company's product line includes whole milk, low-fat, fat-free and organic desi yogurt and lower-fat paneer and lassi, sold through ethnic retailers, thereby providing customers with quality dairy products and aromas to cherish memorable experiences.	The company, a subsidiary of Raymundos Food Group, was acquired by ICV Partners, through an LBO on February 21, 2023 for an undisclosed amount.
DigiTire Professionals	Provider of motor tires and its services intended to cater to market a mix of brands and sizes for different applications and needs. The company specializes in commercial truck tires of different sizes and products such as steer all-position tire, closed shoulder tires, open shoulder, trailer tires and mixed service tires, thereby providing a platform of logistics and technology that offers tire solutions	The company was acquired by CantuStore, via its financial sponsor L Catterton, through an LBO on February 22, 2023 for an undisclosed amount.
Gale's Auto Body	Provider of automobile repair services intended to serve vehicle owners and insurance partners. The company offers services including collision repair, body paint, restoration and structural maintenance to its customers.	The company was acquired by Classic Collision, via its financial sponsor New Mountain Capital, through an LBO on February 3, 2023 for an undisclosed amount.
Hogwash Express Car Wash	Provider of car wash services across the Richmond Mid-Town area. The company's car wash location features a flat belt conveyor, license plate recognition, camera-guided loading systems and a fully integrated mobile application, delivering the benefits of a wide range of financial packages.	The company was acquired by Flagstop Car Wash, via its financial sponsor Garnett Station Partners, through an LBO on February 22, 2023 for an undisclosed amount.
ICU Eyewear	Designer and manufacturer of specialty eyewear and accessories intended to serve the vision industry. The company offers reading glasses and sunglasses made from reclaimed plastic, recycled metal and sustainable bamboo with improved styles, colors and designs, enabling customers to get eco-friendly options for their eyewear requirements at affordable prices	The company was acquired by 1847 Holdings through a \$4.5 million LBO on February 13, 2023. The transaction was supported by debt financing in the form of unsecured subordinated promissory notes in the principal amount of \$500,000.

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Kilwins	Manufacturer of premium quality chocolate, ice cream and confectionary products based in Petoskey, Michigan. The company's range of products includes fudge, caramel apples, brittle, caramel corn, truffles and other products, thereby delivering in a novel store format that utilizes traditional and time-honored production methods.	The company was acquired by Levine Leichtman Capital Partners through an LBO on February 23, 2023 for an undisclosed amount.
Knockout Car Wash	Provider of car wash services intended to serve customers in New York. The company offers the latest cutting-edge car wash technologies keeping customers cars safe, sound and sparkling hence providing an environmentally friendly wash.	The company was acquired by Splash Car Wash, via its financial sponsor Palladin Consumer Retail Partners, through an LBO on February 21, 2023 for an undisclosed amount.
Land O' Lakes Water Treatment	Provider of water treatment service intended to serve residential and commercial clients. The company offers water softening equipment and well water filters as well as softening equipment, iron and carbon filters, peroxide systems, holding tanks and chemical pumps, thereby helping clients to maintain their water filtration system with clean filters at an affordable price.	The company was acquired by Flotilla Partners, via its financial sponsor Osceola Capital Management, through an LBO on February 1, 2023 for an undisclosed amount.
Legends Garage Door	Provider of garage door repair and installation services intended for homeowners, insurance companies, property managers and landlords. The company offers replacements and installations of brand-new garage doors, enabling clients to avail of services by reducing repair time and disruption.	The company was acquired by A1 Garage Door Service, via its financial sponsor Cortec Group, through an LBO on February 14, 2023 for an undisclosed amount. The company will serve the communities in the east and west valleys as well as northern Arizona.
Malley's Candies	Operator of a chocolate company based in Brook Park, Ohio. The company produces and offers a variety of chocolates, peanut butter, truffles, caramel cups, fudge, crackers and other products as well as prepares customized chocolates and hampers as per customer needs, enabling its clients to fulfill their chocolate needs at a fair price	The company received an undisclosed amount of development capital from Promise Holdings, Farragut Capital Partners and other investors on February 7, 2023. As a result of the transaction, the company was recapitalized.

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Meridix Creative	Developer of an online broadcasting platform designed for sports broadcasting and live streaming. The company's platform allows teams to produce ESPN-like live streams, eliminating expensive production equipment and maximizing the capabilities of off-the-shelf technology such as laptops, mobile devices and consumer-grade HD cameras, enabling users to enjoy unlimited live streaming for any team size.	The company was acquired by Stack Sports, via its financial sponsors Jerral Wayne Jones, Genstar Capital, Bain Capital and 32 Equity, through an LBO on February 15, 2023 for an undisclosed amount.
Nolah Sleep	Manufacturer of mattresses intended to change the health and wellness of Americans through a focus on good sleep. The company leveraged the latest technology to improve legacy memory foam and creates a mattress that delivers a temperature-neutral and pressure-relieving sleep experience as well as offers related products including bed frames, bed sheets and covers.	The company was acquired by Brooklyn Bedding, via its financial sponsor Cerberus Capital Management, through an LBO on February 14, 2023 for an undisclosed amount. The acquisition further expands Brooklyn Bedding's direct-to-consumer mattress platform that offers mattresses and sleep accessories manufactured in the United States.
Pawprints of Vero Beach	Operator of a dog resort based in Vero Beach, Florida. The company offers pet care services including boarding, grooming, training as well as daycare, enabling customers to enjoy the joys of sharing a home with a canine companion while keeping their dogs happy and healthy.	The company was acquired by Destination Pet, via its financial sponsor LetterOne, through an LBO in approximately February 24, 2023 for an undisclosed amount.
Sapp's Wrecker Service	Provider of automotive and towing services intended to serve Savannah, Georgia and the surrounding areas. The company offers services such as emergency towing, equipment hauling, local and long-distance towing, collision recovery and junk car towing, enabling clients to avail of affordable towing and recovery fleet.	The company was acquired by Guardian Fleet Services, via its financial sponsors Backcast Partners and Chartwell Investments Entrepreneur & Founder Capital, through an LBO on February 21, 2023 for an undisclosed amount.

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Schwartz Plumbing	Provider of plumbing services intended for residential customers across the Triangle region of North Carolina. The company offers round-the-clock emergency services including installing, repairing and maintaining water heaters, sewer lines and trenchless water lines as well as fixture repairs, catering to all the plumbing needs of homeowners from a single source.	The company was acquired by Strikepoint Group Holding, via its financial sponsor New Mountain Capital, through an LBO on February 1, 2022 for an undisclosed amount.
Scrub Bot Express Wash	Provider of washing services based in Santa Ana, California. The company offers express wash for a wide variety of vehicles.	The company was acquired by Quick Quack Car Wash, via its financial sponsors Seidler Equity Partners and Wags Capital, through an LBO in approximately February 2023 for an undisclosed amount.
Streamline Recon	Provider of automotive reconditioning services intended to serve across Atlanta, Dallas, Denver, Houston, Fort Worth and San Antonio. The company's range of services includes painting, alloy wheel and glass chip repair, interior, streamlined monitor, paintless dent repair and dealer wrap packages, thereby providing quality cosmetic repairs in a more efficient manner.	The company was acquired by Catastrophe Solutions International, via its financial sponsors Alitus Partners and Concentric Equity Partners, through an LBO on February 6, 2023 for an undisclosed amount. The addition of the company to Catastrophe Solutions International extends its reach into the broader automotive reconditioning market.
Sweet River Honey	Provider of honey products intended to serve individual, hotel and restaurant clients. The company offers plastic honey jugs, honey squeeze bottles, honey glass jar and other honey products, thereby enabling clients with raw, pure, unfiltered honey.	The company was acquired by Sweet Harvest Foods, via its financial sponsor Blue Road Capital, through an LBO on February 23, 2023 for an undisclosed amount. The acquisition will add hives and beekeeping experience to the Sweet Harvest Foods portfolio and enable it to further accomplish its vision of being the world's most trusted natural sweetener company.
The Suzuki School	Provider of classroom education for young students and infants intended to promote equity and cultivate an inclusive community of children, teachers and families. The company offers classroom services and experienced teachers, thereby providing quality education with a commitment to be a diverse, equitable and inclusive school.	The company was acquired by Cadence Education, via its financial sponsors Apex Partners, PFR Ventures and The Carlyle Group, through an LBO on February 21, 2023 for an undisclosed amount. The acquisition will significantly boost Cadence Education's presence in the Southeast, adding three new campus locations in the Buckhead, Northside Drive and Ponce City Market neighborhoods of Atlanta to its portfolio.

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Tools 4 Reading	Developer and provider of phonics-based educational materials intended to empower educators with the knowledge, skills and resources necessary to ground literacy instruction in the science of reading. The company offers a wide range of educational products and associated training and development services for classroom teachers, enabling access to learning experiences that are easy to implement and designed to improve literacy instruction.	The company was acquired by 95 Percent Group, via its financial sponsor Leeds Equity Partners, through an LBO on February 22, 2023 for an undisclosed amount. The addition of the company's product suite to the 95 Percent Group phonics ecosystem will significantly grow its science of reading-aligned professional learning and classroom resource offerings, expanding its capacity to deliver on the mission to unlock the power of literacy for all students.
Victor Stanley	Manufacturer of site furnishings based in Dunkirk, Maryland. The company designs, engineers and manufactures litter receptacles, benches, planters, bike racks, tables and tree guards, enabling customers to create places for people to gather, live life and create timeless moments.	The company was acquired by PlayCore, via its financial sponsor Court Square, through an LBO on February 16, 2023 for an undisclosed amount.
Vortech Engineering	Manufacturer of high-technology air management products intended for automotive, marine, industrial, aeronautical and other motorsports applications. The company offers a wide range of products including superchargers, air and fuel components, charge coolers, brackets pulleys as well as belts.	The company was acquired by Air Flow Research Heads, via its financial sponsor Taglich Private Equity, through an LBO on February 1, 2023 for an undisclosed amount.
Wet Noses	Producer of organic, branded and private label pet treats catering to the dogs and cats community. The company manufactures baked treats in alternative form factors thereby delivering non-genetically modified (non-GMO) and human-grade ingredients without corn, wheat, soy, preservatives or artificial products, enabling pet owners to feed their pets and take care of their health.	The company was acquired by Beach Point Capital Management through an LBO on February 16, 2023 for an undisclosed amount. The investment will support the company's manufacturing capacity expansion to serve the growing demand for natural and organic pet foods and treats.
Woodie's Wash Shack	Operator of a car wash company intended to serve clients across the United States. The company offers self service car wash services and tools including car wash chemicals and soaps, Dryers, Mat cleaners, vacuums, air compressors and towels.	The company was acquired by Zips Car Wash, via its financial sponsors Northleaf Capital Partners and Atlantic Street Capital, through an LBO in approximately February 2023 for an undisclosed amount.

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Yucatan Foods	Producer and distributor of packaged avocado-based food products across the United States and Canada. The company manufactures and markets fresh guacamole and salsa as well as specializes in producing guacamole dips using pure and hand-picked avocados, enabling customers to receive authentic, chunky and chip-breaking guacamole.	The company, a subsidiary of Lifecore Biomedical (Landec), was acquired by Flagship Food Group via its financial sponsors' Committed Advisors, CREO Capital Partners, Kline Hill Partners, PineBridge Investments and BlackRock, through a \$17.5 million LBO on February 7, 2023. The acquisition strengthens Flagship's offerings in the Hispanic and Southwestern categories by merging the company into the 505 Southwestern business.