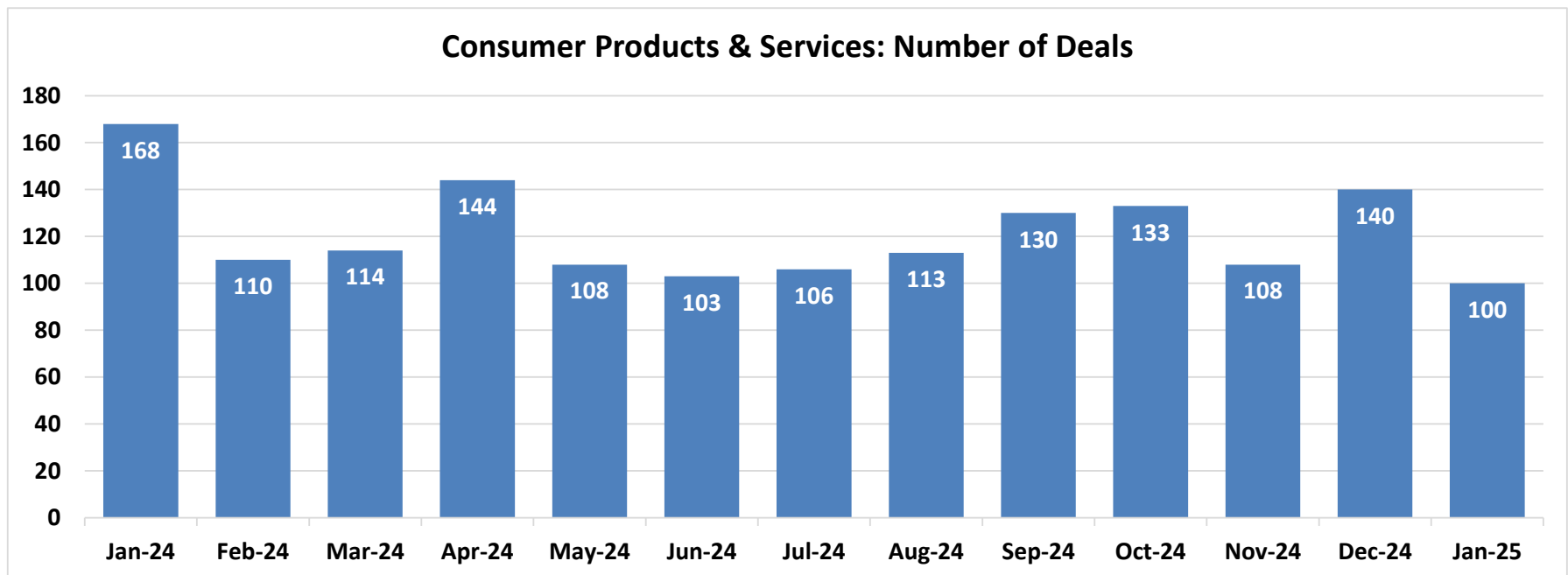


Consumer Products and Services Deals for January 2025

There were 100 completed U.S. private equity deals in the Consumer Products & Services sector during the month of January. The number of deal transactions were down approximately 29% from December.

- 40% decline in the number of Consumer Products & Services deals compared to January 2024
- 49 deals closed within the Services (Non-Financial) Industry Group, leading the sector



Consumer Products and Services Deals for January 2025

Company Name	Description	Deal Synopsis
58 Foundations & Waterproofing	Provider of basement waterproofing and related services to residential and commercial clients. The company offers crawlspace encapsulation, foundation repair, and mold remediation services, helping customers maintain their household flooring by professionals at an affordable price.	The company was acquired by Vanterra Foundation Solutions, via its financial sponsor Percheron Capital, through an LBO on January 8, 2025 for an undisclosed amount.
A-1 Total Service Plumbing	Provider of plumbing services for residential, commercial, and industrial clients. The company offers a wide range of services including leak detection, drain cleaning, water heater repair, pipe relining, garbage disposal, and others, enabling homeowners, businesses, and industrial clients to receive services with a focus on customer satisfaction.	The company was acquired by Repipe Specialists, via its financial sponsors Gryphon Investors and Churchill Asset Management, through an LBO on January 16, 2025 for an undisclosed amount.
Adam Vaillancourt Roofing	Provider of roofing and gutter services catering to homeowners and businesses in New Hampshire and Massachusetts. The company offers expert installation and repair of asphalt and metal shingles, preventative maintenance, and emergency storm damage services, enabling clients to protect their investments and enjoy peace of mind.	The company was acquired by Canopy Services, via its financial sponsor Trivest Partners, through an LBO on January 21, 2025 for an undisclosed amount.
Advanced Food Systems	Producer of custom dry seasoning ingredients intended for food manufacturers. The company specializes in providing customized ingredient systems for various applications including meat and poultry products, frozen foods, sauces, and marinades, thereby enabling an increase in the quality of food products while simultaneously decreasing processing and storage costs.	The company was acquired by Solina Group, via its financial sponsor Astorg, through an LBO on January 15, 2025 for an undisclosed amount.
All American Lawn & Tree Specialist	Operator of a lawn maintenance company based in Plant City, Florida. The company's services include landscape design and repair, sod installation or replacement, and irrigation systems, enabling clients to create a good appearance for their property.	The company was acquired by Landscape Workshop, via its financial sponsors Carousel Capital and McKinney Capital, through an LBO on January 13, 2025 for an undisclosed amount. The acquisition will strengthen the company's presence in the Tampa, Florida market.

Consumer Products and Services Deals for January 2025

Company Name	Description	Deal Synopsis
All Source Fire Protection	Provider of fire protection services intended to serve businesses, property owners, and individuals. The company offers a wide range of services, including installation, inspection, and maintenance of fire safety equipment, fire alarms, extinguishers, security systems, emergency lighting, and others, enabling them to ensure safety and compliance with the highest standards of professionalism and reliability.	The company was acquired by RapidFire Safety & Security, via its financial sponsor Concentric Equity Partners, through an LBO on January 15, 2025 for an undisclosed amount. The acquisition represents RapidFire's strategic expansion in the Texas market.
Ancient Nutrition	Producer of bone broth protein supplementation intended to deliver real food and nutritional products that are formulated to provide ancient nutrients. The company's products include multi-collagen protein, essential oils, and keto products, enabling customers to restore their health, strength, and vitality by providing healthy whole-food nutrients in a convenient form.	The company was acquired by Nutrisystem, via its financial sponsors Flexstone Partners, ICP Group and Kainos Capital, through an LBO on January 7, 2025 for an undisclosed amount.
APC Auto Body	Provider of auto body repair service intended to provide efficient, reliable, and vehicle restoration. The company offers a customer-centric approach, advanced technology, and seamless insurance assistance, enabling drivers in need of repair to return to the road quickly and with confidence.	The company was acquired by Authentic Auto Body, via its financial sponsor Envest Private Equity, through an LBO on January 31, 2025 for an undisclosed amount.
Arrivia	Operator of a travel privileges platform intended to reward travelers. The company partners with brands including financial services and travel companies to offer customers access to travel and leisure at preferred rates, enabling businesses to uncover new revenue streams, expand core products and reward their members.	The company was acquired by Oaktree Capital Management and other undisclosed investors through an LBO on January 7, 2025 for an undisclosed amount. The transaction will position the company to capitalize on its strong foundation to pursue strategic opportunities for expansion and development and solidify its status as the world's largest standalone travel loyalty company.

Consumer Products and Services Deals for January 2025

Company Name	Description	Deal Synopsis
AuctionVcommerce	Developer of a platform intended to streamline dealer interactions with the auction ecosystem. The company offers integration with multiple auction platforms, simplifying checkout, relaying payment options, tracking service status, and facilitating dealer requests, enabling auto dealers to access industry resources and tools while receiving service and support.	The company was acquired by America's Auto Auction, via its financial sponsor Brightstar Capital Partners, through an LBO on January 17, 2025 for an undisclosed amount. With this strategic acquisition, America's Auto Auction will integrate the company's platform to enhance operations and provide a streamlined auction experience for its dealer network.
AXIS Tenant Advisors	Provider of a tenant advisory service intended to assist office tenants in lease negotiations. The company offers personalized representation, expert knowledge of the office market, and a commitment to customer service, enabling tenants to secure favorable terms and cost savings during relocations, renewals, and expansions.	The company was acquired by Cresa through an LBO on January 30, 2025 for an undisclosed amount.
Azteca Bakeries	Operator of a food company intended to offer quality Hispanic pastries to customers. The company offers delicious products by choosing ingredients based on simplicity, purity, and quality and includes pastries, cookies, breads, and muffins.	The company was acquired by Sweetmore Bakeries, via its financial sponsor Shore Capital Partners, through an LBO on January 16, 2025 for an undisclosed amount.
B&B Pool and Spa Center	Provider of residential and commercial aquatic maintenance solutions designed for comprehensive upkeep and enhancement of pools and spas. The company provides expert cleaning, repair, and installation services, enabling property owners to maintain pristine, safe, and efficient pool environments.	The company was acquired by Pool Service Partners, via its financial sponsor Tamarix Capital, through an LBO on January 23, 2025 for an undisclosed amount.
Baja Wealth Advisors	Provider of financial advisory services intended to serve individuals and families. The company offers investment advisory, financial planning, current portfolio evaluation, estate and wealth transfer planning, and retirement planning, enabling tailored services to individual investment needs.	An undisclosed investor sold a 50% stake in the company to Cerity Partners for an undisclosed amount approximately in January 2025.

Consumer Products and Services Deals for January 2025

Company Name	Description	Deal Synopsis
Barry's	Operator of a boutique fitness and lifestyle brand intended to offer indoor high-intensity interval training services. The company's fitness chain organizes boot camp-style workouts that combine cardio and alternate exercises which include interval-based cardiovascular routines and strength training using free weights, resistance bands, medicine balls and white-hot cardio, enabling individuals to get better training services via both in-person and online modes.	The company was acquired by Princeton Equity Group through an LBO on January 13, 2025 for an undisclosed amount. This new funding round will focus on enhancing client experience and solidifying the company's brand positioning.
BHA Technologies	Provider of technology consulting services tailored for higher education institutions such as colleges and universities. The company offers services such as building third-party interfaces, implementing new functionality or re-implementation stale functionality, self-service implementation, training, report writing, programming and customizations, de-customization, and business process analysis, helping organizations adopt new software and processes.	The company, a subsidiary of Performax Pro was acquired by Strata Information Group, via its financial sponsor Ridgemont Equity Partners, through an LBO on January 22, 2025 for an undisclosed amount.
Big Lots	Big Lots Inc is principally engaged in operating discount retail stores. The company provides a broad range of merchandise, including food, consumables, soft home products, hard home products, furniture, electronics and accessories, and seasonal products. The company sources the merchandise from traditional and close-out channels. In addition to merchandise, the company sells gift cards, issues merchandise credits, and more. The company operates stores throughout the United States, with around one-third of its stores in California, Texas, Ohio, and Florida.	The company was acquired by Variety Wholesalers, via its financial sponsor Gordon Brothers, through a public-to-private LBO on January 2, 2025 for an undisclosed amount.

Consumer Products and Services Deals for January 2025

Company Name	Description	Deal Synopsis
Bil-Jac	<p>Manufacturer of dog food and treats intended to serve across Berlin, Maryland, Medina and Ohio. The company's range of products includes dry kibble, soft and chewy treats, wet food recipes like chicken and beef stews, frozen dog food, and specialized diets for dogs, thereby making high-quality, nutritious food and treats to help dogs live a long and healthy lives.</p>	<p>The company was acquired by Entrepreneurial Equity Partners, Mr. Ray Kelly and Mr. Ron Coughlin through an LBO for an undisclosed amount on January 28, 2025.</p>
Cardinal Lawns	<p>Provider of lawn and landscape care intended to address specific environmental challenges. The company's platform offers snow management, sprayless treatments, shade tree care, ornamental shrub care, and inspections, enabling homeowners to achieve a vibrant and well-kept environment effortlessly.</p>	<p>The company was acquired by Turf Masters Brands, via its financial sponsor CenterOak Partners, through an LBO on January 24, 2025 for an undisclosed amount.</p>
Cedrus Financial	<p>Provider of a wealth management and strategic planning service intended to serve businesses, families, and individuals. The company offers services such as family vision articulation, succession planning, education funding, retirement planning, risk management, and others, enabling individuals and families to achieve financial clarity, security, and growth through comprehensive, customized strategies.</p>	<p>The company was acquired by RedBird Capital Partners, via its financial sponsor Arax Investment Partners, through an LBO on January 27, 2025 for an undisclosed amount.</p>
Cole's Quality Foods	<p>Producer of frozen garlic bread products intended for the food industry. The company's food products include bread, cake, toast and has continued to innovate in the frozen bakery category, introducing products such as twisted and cheese-filled garlic breadsticks.</p>	<p>The company was acquired by Furlani Foods, via its financial sponsor Entrepreneurial Equity Partners, through an LBO on January 21, 2025 for an undisclosed amount. The acquisition brings two of the leading brands together in the garlic bread category, creating production, innovation and supply chain advantages for both brands' customers.</p>

Consumer Products and Services Deals for January 2025

Company Name	Description	Deal Synopsis
College Fresh	Operator of a full-scale food service management company intended for fraternities, sororities and colleges across the United States. The company offers customizable meals created by professional chefs, late-night dining services and locally sourced ingredients, thereby providing exceptional food service focused on fresh fare.	The company was acquired by Upper Crust Food Service, via its financial sponsors Copley Equity Partners, through an LBO on January 8, 2025 for an undisclosed amount. Upper Crust acquiring the company bolsters the leading provider of food service to fraternity houses, sorority houses and camps across the country.
Cornerstone Properties (Arizona)	Provider of home valuation advisory service intended for homeowners, condominiums, townhomes, and commercial associations. The company offers exclusive accounting services in the chart of accounts or financial statement format that clients may prefer, ensuring the fostering of environments for communities, enhancing property values, and implementing sound business practices in day-to-day operations.	The company was acquired by Inframark, via its financial sponsor New Mountain Capital, through an LBO on January 9, 2025 for an undisclosed amount. This acquisition strengthens Inframark's presence in the Arizona market, which includes a mix of infrastructure and community services.
Custom Air & Plumbing	Provider of HVAC and plumbing services to residential and commercial customers of Sarasota and Manatee Counties. The company offers a range of services including heating, air conditioning, plumbing, equipment replacement, design and building solutions and more, helping clients with 24 hour and emergency services.	The company was acquired by NearU Services, via its financial sponsors The Carlyle Group, SkyKnight Capital, Primark Capital and Freeman Spogli, through an LBO in approximately January 2025 for an undisclosed amount.
Custom Complete Automotive	Provider of automotive maintenance and repair services intended to serve across Columbia, Jefferson City and Missouri. The company's range of services includes brake, air conditioning, electrical repair and replacement, oil, lube and filter service and tire repair, thereby helping customers to maintain their vehicles in proper condition.	The company was acquired by Dobbs Tire & Auto Centers, via its financial sponsor Audax Private Equity, through an LBO on January 7, 2025 for an undisclosed amount.

Consumer Products and Services Deals for January 2025

Company Name	Description	Deal Synopsis
Desco Floor Systems	Provider of flooring services intended to serve industrial and commercial sectors. The company offers a wide range of services including cementitious urethanes, epoxies, installing resinous polymer systems, polished concrete, and other specialty coatings, enabling businesses across diverse industries to enhance floor.	The company was acquired by Sunflower Industrial, via its financial sponsor KCN Companies, through an LBO on January 16, 2025 for an undisclosed amount.
ElringKlinger (Heat and Noise Shielding Sites)	Manufacturer of shielding technology products intended for temperature and acoustic management in vehicles.	The company, a business unit of ElringKlinger (ETR:ZIL2), was acquired by Certina Holding through an LBO on January 9, 2025 for an undisclosed amount.
Encore Technology Solutions	Provider of integrated technology solutions designed to enhance security and communication systems intended to serve across Arkansas. The company specializes in the installation and service of integrated systems, including structured cabling, fire alarm systems, access control, video surveillance, intrusion detection, intercom, paging, nurse call systems, and more, thereby delivering both design and implementation to the clients.	The company was acquired by Pye-Barker Fire & Safety, via its financial sponsors Abu Dhabi Investment Authority, Atlas Partners, GIC Private, Leonard Green & Partners and Partners Group through an LBO on January 30, 2025 for an undisclosed amount.
Entrust (Public Certificate Business in United States)	Provider of digital certificate services based in the United States. The company specializes in public certificate business.	The business unit of Entrust, was acquired by Sectigo, via its financial sponsor GI Partners, through an LBO on January 29, 2025 for an undisclosed amount.
Environmental Remedies	Provider of hazardous materials removal services catering to property owners, contractors, insurance providers, and government agencies. The company offers asbestos, lead, and mold abatement services, providing clients with cleaner living and working environments.	The company was acquired by ICV Partners through an LBO on January 27, 2025 for an undisclosed amount. The transaction was supported by debt financing. Through this transaction, the company intends to advance the build-out of its infrastructure, develop its leadership team further, enhance operational capabilities, and accelerate its growth through geographic expansion and acquisitions, while leveraging ICV Partners's expertise and resources.

Consumer Products and Services Deals for January 2025

Company Name	Description	Deal Synopsis
Farmers Hen House	Distributor of organic and pasture-raised eggs intended for natural, supermarket, mass and club channel customers. The company specializes in sourcing, processing, packaging and selling branded and private label specialty eggs, focusing on a variety of items such as organic, free range and pasture-raised eggs, thereby providing customers with specialty ethical eggs and helping local farmers to flourish and connect them to the wider market.	The company was acquired by Pete & Gerry's, via its financial sponsors Butterfly Equity, CFT Capital Partners, Benford Capital Partners, Unfold Ventures, Rabo Investments and British Columbia Investment Management, through an LBO on January 28, 2025 for an undisclosed amount.
Foothills Waste Solutions	Provider of waste removal and disposal services intended to serve commercial and individuals. The company offers refrigerator disposal, garbage removal, mattress disposal, construction waste removal, e-waste recycling, and others, enabling homeowners, businesses, and contractors to manage and dispose of unwanted items efficiently.	The company was acquired by Meridian Waste, via its financial sponsors Warren Equity Partners and Harvest Partners, through an LBO on January 1, 2025 for an undisclosed amount.
Gastonia Nissan	Operator of a car dealership in Gastonia, North Carolina, providing new and used vehicles and financing options to customers in the surrounding areas. The company offers a wide selection of vehicles, expert staff, and flexible financing plans, enabling local buyers to find the perfect car with ease and confidence.	The company was acquired by Hudson Automotive, via its financial sponsor Redwood Holdings, through an LBO in January 2025 for an undisclosed amount.
Genson Overhead Door	Provider of garage door installation services across Central New York, the Finger Lakes, and the Southern Tier. The company offers a variety of products, including sectional overhead/garage doors, electric door openers, rolling steel doors, loading dock equipment, etc., to both commercial and residential spaces, thereby ensuring all industries and areas have access to services.	The company was acquired by GarageCo Holdings, via its financial sponsor Gridiron Capital, through an LBO on January 6, 2025 for an undisclosed amount. This partnership will expand company's capabilities while enhancing GarageCo Holdings' position in the Northeast market.
Glendale Dining Services	Provider of contract dining services intended for senior living and long-term care communities. The Company provides fresh and nutritious food prepared onsite while managing food sourcing, menu creation, and food safety mandates.	The company was acquired by Whitsons Culinary Group, via its financial sponsors GenNx360 Capital Partners and Churchill Asset Management, through an LBO on January 28, 2025 for an undisclosed amount.

Consumer Products and Services Deals for January 2025

Company Name	Description	Deal Synopsis
Green Image Lawn Care	Provider of custom lawn care program intended to deliver scientifically tailored fertilizer blends and application methods for optimal turf grass health. The company offers specialized fertilizer analysis, unique release characteristics, and agronomy-based solutions, enabling homeowners and businesses to achieve longer-lasting, vibrant lawns while strengthening the turf's root system for improved ecosystem growth.	The company was acquired by HCI Equity Partners, via its financial sponsor LawnPRO Partners, through an LBO on January 9, 2025 for an undisclosed amount.
Grove Menus	Developer of dietary and menu planning software designed to provide menu plans to a broad client base. The company's software is a web-based system that includes a list of items that gives the exact amount of foods needed for the week, adjusted for the recipes chosen and production amount put in for each recipe, enabling users to find a balance that achieves high resident or patient satisfaction and appropriate nutrition.	The company was acquired by Aline, via its financial sponsor Rubicon Technology Partners, through an LBO on January 10, 2025 for an undisclosed amount.
HeloAir	Provider of helicopter charter services located in Virginia, United States. The company specializes in aerial filming, power line patrol, disaster response, and serves a wide range of personal and professional aerial needs, operating from multiple bases and has a fleet of helicopters available for charter, thereby enabling them to provide quick response times and reduced ferry costs.	The company was acquired by Fundamental Advisors through an LBO on January 9, 2025 for an undisclosed amount. The acquisition marks Fundamental's first investment out of its helicopter investment strategy focused on providing essential services across the US, an extension of the firm's focus on investing in municipal and public purpose assets.
Homegrown Distribution	Distributor of craft beer and specialty beverage serving in Massachusetts and Rhode Island. The company operates a complete cold chain service facility, refrigerated warehouse, thereby providing customers with fresh beverages.	The company was acquired by Craft Collective, via its financial sponsor Wales Capital Partners, through an LBO on January 6, 2025 for an undisclosed amount.

Consumer Products and Services Deals for January 2025

Company Name	Description	Deal Synopsis
Integrity Roofing & Gutters	Provider of roofing services intended for residential and commercial properties. The company focus on multifamily residential and commercial projects offers roof replacement, roof repairs, solar roofing solutions and gutter services, enabling its clients with custom roofing designs, 24-hour emergency repairs and architecture and construction plans.	The company was acquired by Kelly Roofing, via its financial sponsors Deutsch Capital and Monument MicroCap Partners, through an LBO on January 15, 2025 for an undisclosed amount. The new strategic partnership with the company allows Kelly Roofing to enter the multifamily residential and commercial markets and access customers in new geographies while adding depth in existing markets.
Johnny McDaid (Publishing Catalog)	Song catalog of songwriter, musician, and producer Johnny McDaid.	The Song catalog of Johnny Mcdaid was acquired by Concord Music, via its financial sponsors Apollo Global Management and Great Mountain Partners, through an LBO on January 29, 2025 for an undisclosed amount.
Jones Doors & Windows	Provider of doors and windows for multi-family and single-family housing. The company offers high-quality, cost-effective products with a strong emphasis on meeting the needs of both residential builders and contractors, enabling housing developers to enhance the value of their projects while maintaining affordability.	The company was acquired by The Cook & Boardman Group, via its financial sponsors Platinum Equity and Littlejohn & Co, through an LBO on January 21, 2025 for an undisclosed amount.
Kalmarine HMS	Provider of engineering, technical design, project management, and consultancy services for the marine industry intended to help clients optimize their operations. The company's expertise spans a wide range of marine sectors, including offshore oil and gas, renewable energy, and shipping, thereby enabling clients to achieve their business objectives.	The company was acquired by HVACON Marine Systems, via its financial sponsors Capidea, through an LBO on January 7, 2025 for an undisclosed amount.

Consumer Products and Services Deals for January 2025

Company Name	Description	Deal Synopsis
Keeney Home Services	Provider of home-improvement services intended to offer their customers maintenance, repair, and general servicing tasks. The company offers roof replacement, energy audit, gutter shutters, and guards, along with attic insulation, enabling their customers to protect their homes from water damage, determine the strength, and stability of their roofs, and improve the energy efficiency of their homes.	The company was acquired by Canopy Services, via its financial sponsor Trivest Partners, through an LBO on January 21, 2025 for an undisclosed amount.
Kendell Lumber	Operator of lumber and building materials intended for residential and commercial development. The company offers a comprehensive range of materials, including lumber, millwork, cabinetry, and flooring, as well as services such as home drafting, rekeying, and tool repair, enabling contractors and homeowners to execute remodeling and construction projects efficiently.	The company was acquired by Kodiak Building Partners, via its financial sponsor Court Square Capital Management, through an LBO on January 14, 2025 for an undisclosed amount.
Kinship Pointe Northridge	Provider of senior living services based in Kearney, Nebraska. The company offers a variety of care choices, including independent living, assisted living, home health services, spacious apartments, engaging activities, and restaurant-style dining, enabling retirees to enjoy independence, security, and a vibrant community lifestyle.	The company was acquired by Omega Senior Living, via its financial sponsor Arcus Healthcare, Partners through an LBO on January 13, 2025 for an undisclosed amount.
Krupp Trucking	Provider of freight forwarding services catering to the logistics industry. The company specializes in transporting high-value goods such as integrated computer racks and offers a range of delivery services such as time-specific delivery, inside pickup and deliveries, residential deliveries, custom crating, blanket wrapping, and more, enabling clients to address their complex freight requirements.	The company was acquired by AIT Worldwide Logistics, via its financial sponsor TJC, through an LBO on January 1, 2025 for an undisclosed amount.

Consumer Products and Services Deals for January 2025

Company Name	Description	Deal Synopsis
KT Health	<p>Designer, developer, and distributor of sports medicine products intended for individuals, medical professionals, and teams through major retailers, and specialty sports stores. The company offers massage balls, blister prevention tapes, elastic support tapes, recovery patches for swelling and inflammation relief, and other related products, helping athletes to be healthy and empowering them to play with confidence as well as reach their peak performance.</p>	<p>The company was acquired by Bridges Consumer Healthcare, via its financial sponsor Charlesbank Capital Partners, through an LBO on January 14, 2025 for an undisclosed amount.</p>
Lake & Skye	<p>Manufacturer of cosmetic products intended to add elegance to the users. The company offers nourishing items like body butter, exfoliants, and oils made with natural ingredients, enabling clients to elevate their daily routines.</p>	<p>The company was acquired by Tru Fragrance + Beauty, via its financial sponsors Capital Southwest Corp. and Monogram Capital Partners, through an LBO on January 8, 2025 for an undisclosed amount.</p>
Largen Landscaping	<p>Provider of landscape services intended for corporate campuses, shopping centers, homeowner associations (HOAs) and other commercial landscaping customers. The company's services include commercial office and ground maintenance, landscape design, winterizations or de-winterizing, turf management, and hardscaping, enabling clients to increase curb appeal, encourage occupancy, and promote a positive image.</p>	<p>The company was acquired by Aphix, via its financial sponsor Caltius Equity Partners, through an LBO on January 10, 2025 for an undisclosed amount.</p>
Larson Home Services	<p>Provider of roofing and home improvement services intended to serve residential customers. The company specializes in roof repair, roof replacement, gutter installation and insulation installation, enabling its clients to make their homes safer.</p>	<p>The company was acquired by Canopy Services, via its financial sponsor Trivest Partners, through an LBO on January 21, 2025 for an undisclosed amount.</p>
LEGACY Motor Club	<p>Operator of a professional car racing club intended to serve all motorsport enthusiasts. The company's focus lies in preparing and maintaining race cars, pit equipment, hauliers, engines and other parts for its racing teams.</p>	<p>The company was acquired by Knighthead Capital Management and Mr. Jimmie Johnson through an LBO on January 27, 2025 for an undisclosed amount.</p>

Consumer Products and Services Deals for January 2025

Company Name	Description	Deal Synopsis
London Aviation Underwriters	Operator of an underwriting and claims management company intended to serve the aviation and aerospace sectors. The company handles general aviation risks, airport premises liability, non-owned aircraft liability, medical expenses, baggage liability and contractual liability, enabling clients to manage their business processes efficiently.	The company was acquired by Core Specialty Insurance, via its financial sponsors Aquiline Capital Partners, Dragoneer Investment Group and SkyKnight Capital, through an LBO on January 1, 2025 for an undisclosed amount.
Loomly	Developer of a social media calendar platform designed to assist teams and individuals with the content management process. The company's platform provides users with inspiration, preview, review, scheduling, advertising and analytics, thereby enabling social media managers to maximize the organic return on investment of created content systematically.	The company, a subsidiary of Grade.us, was acquired by Bending Spoons, via its financial sponsors B Renaissance, NUO Capital, Tamburi Investment Partners, Baillie Gifford, Adjacent, Annox Capital, View Different, Mega Holding, Rapid Pioneers, Eagle Capital Ventures, Endeavor Catalyst, H14, Durable Capital Partners, OTB Group, Neuberger Berman, Wellness Holding and Cherry Bay Capital Group, through an LBO on January 10, 2025 for an undisclosed amount.
Mack Avenue Records II	Publisher of music labels intended to serve the entertainment industry. The company label includes The Magic of Moonlight, The Bitter Earth, Origin, Coral Way, The Window, and Ruby, enabling music lovers to enjoy the music of different genres.	The company was acquired by Exceleration Music through an LBO on January 31, 2025 for an undisclosed amount.
Magnetik Communications	Provider of digital marketing and advertising services intended to serve small and large-sized companies. The company offers web design, web development, email marketing, online advertising, branding, social media marketing and other related digital marketing services across all online and social platforms for their clientele.	The company, a subsidiary of StrongView, was acquired by Stirista, via its financial sponsor Wavecrest Growth Partners, through an LBO on January 29, 2025 for an undisclosed amount.
Mander Collision & Glass	Provider of auto body and auto glass services for all vehicle makes and models, including large trucks and towing assistance. The company offers equipment and a team, enabling technicians to perform repairs and maintenance.	The company was acquired by CollisionRight , via its financial sponsor Ares Capital, Churchill Asset Management, Grandview Partners, Summit Partners, through an LBO on January 31,2025 for an undisclosed amount.

Consumer Products and Services Deals for January 2025

Company Name	Description	Deal Synopsis
Marathon HVAC Services	<p>Provider of HVAC services intended to serve homeowners and businesses for heating, cooling, and plumbing systems. The company offers a wide range of services, including installation, repair, and maintenance of air conditioning, heating, and plumbing, enabling clients to maintain optimal indoor air quality and energy efficiency, while benefiting from available rebates and tax credits.</p>	<p>The company was acquired by ResiXperts, via its financial sponsor FoW Partners, through an LBO on January 6, 2025 for an undisclosed amount.</p>
Mark's Marine (Hayden)	<p>Provider of marine parts and accessories intended to serve the boating industry. The company offers a wide range of deck boats, fishing boats, pontoons, and sports fishing vessels from renowned brands, enabling boating enthusiasts to access high-quality boats, motors, and accessories personalized to client's needs.</p>	<p>The company was acquired by BoardCo, via its financial sponsor Clarke Capital Partners, through an LBO on January 22, 2025 for an undisclosed amount.</p>
Marler Auto Supply	<p>Provider of recycled auto parts intended to serve retail and commercial customers in Idaho and adjacent states. The company offers pillars, airbags, axel shafts, armrests, batteries, and battery cables, enabling clients with precise parts per their needs and requirements.</p>	<p>The company was acquired by B&R Autowrecking, via its financial sponsor Highview Capital, through an LBO on January 7, 2025 for an undisclosed amount. The acquisition provides a gateway for B&R Autowrecking into the state of Idaho and the broader Mountain West region, further bolstering its delivery network.</p>
Metabolic Maintenance	<p>Manufacturer and provider of nutritional supplements intended to support optimal health and wellness. The company offers a wide range of supplements, including amino acids, antioxidants, blood glucose support, and cognitive support, developed using active ingredients without added excipients or preservatives, enabling health-conscious individuals to achieve their wellness goals through targeted nutritional support.</p>	<p>The company was acquired by WM Partners through an LBO on January 8, 2025 for an undisclosed amount.</p>

Consumer Products and Services Deals for January 2025

Company Name	Description	Deal Synopsis
Mezo	Developer of property management software designed for owners, technicians, and renters with information and insights into home maintenance. The company's platform drives maintenance intake, diagnosis, scheduling, and fulfillment recommendations for property operators while keeping everyone updated every step of the way, enabling residents to tackle their home maintenance problems.	The company was acquired by Property Meld, via its financial sponsors Frontier Growth, South Dakota Equity Partners, Badlands Capital, and Vesta Ventures, through an LBO on January 14, 2025 for an undisclosed amount. This acquisition enhances the Property Meld's ability to help customers optimize renewals and reduce costs through efficient property maintenance operations.
Nardone Brothers Baking Company	Manufacturer of frozen pizza products serving the K-12, private label retail, and broader food service channels and schools nationwide. The company produces a broad range of pizza products at its modern 152,000-square-foot facility, enabling educational institutions to consistently provide delicious and healthy pizza, ensuring student satisfaction and well-being.	The company was acquired by Murry's, via its financial sponsor Entrepreneurial Equity Partners, through an LBO on January 7, 2025 for an undisclosed amount.
Ocean Woods Landscaping	Provider of landscaping services in Hilton Head Island, South Carolina. The company offers installation and maintenance, renovating an existing property, and basic lawn upkeep for both residential homes and larger businesses, including commercial properties and residential communities.	The company was acquired by Ruppert Landscape, via its financial sponsor Knox Lane, through an LBO on January 28, 2025 for an undisclosed amount.
OmniBridge (Santa Clara)	Developer of a software platform designed to provide seamless communication between deaf and hearing individuals by translating sign language into spoken language and vice versa. The company offers advanced AI algorithms powered by machine learning and computer vision, enabling deaf and hearing individuals to engage in natural, real-time conversations with ease.	The company was acquired by Sorenson Communications, via its financial sponsors MidCap Financial Investment BDC and Ariel Alternatives, through an LBO on January 28, 2025 for an undisclosed amount.

Consumer Products and Services Deals for January 2025

Company Name	Description	Deal Synopsis
One Stop Auto	Operator of a family-owned auto collision repair service intended to provide high-quality auto body repairs and collision work. The company offers environmentally friendly practices, including waterborne paints and low-VOC coatings, enabling vehicle owners on the Peninsula to receive reliable, eco-conscious repairs with long-lasting warranties.	The company was acquired by Classic Collision, via its financial sponsor TPG, through an LBO on January 13, 2025 for an undisclosed amount.
OneRestore	Provider of restoration services for commercial and residential properties. The company offers fire damage, water damage, mold removal, storm damage, and construction repair services, as well as emergency response services, simplifying the insurance claim process with one point of contact.	The company was acquired by Tenex Capital Management through an LBO in approximately January 2025 for an undisclosed amount.
Pacific Heat & Air	Provider of heating and air conditioning services intended for residential and commercial customers. The company's services include HVAC repair and installation services, air conditioner repair, and furnace repair, enabling clients to get various options to enhance their home comfort and efficiency.	The company was acquired by Marathon HVAC Services, via its financial sponsor Sound Partners, through an LBO on January 3, 2025 for an undisclosed amount.
Parishables Food Service	Retailer of a comprehensive selection of fresh produce intended to meet the diverse needs of the food service industry. The company offers a wide range of fruits and vegetables, sourced from reputable growers across the United States, enabling restaurants and other food service establishments throughout Georgia to consistently deliver choice culinary experiences to their customers.	The company was acquired by Mr Greens Produce, via its financial sponsors Churchill Asset Management, Sterling Investment Partners, NXT Capital, Ares Capital, The Hillman Company and Ares Management, through an LBO on January 22, 2025 for an undisclosed sum. The acquisition facilitates Mr Greens Produce's entry into the Atlanta market, a key culinary hub in the Southeast while expanding and strengthening the service capabilities of both companies.

Consumer Products and Services Deals for January 2025

Company Name	Description	Deal Synopsis
Penn Oaks Golf Club	Operator of a golf club and event venue in West Chester, Pennsylvania. The entity offers an a golf course, golf programs, and a golf academy, along with it the club provides wedding packages, banquet and reception services for corporate events, meetings, and bar/bat mitzvahs, enabling people to enjoy a lot of activities during leisure time.	The company was acquired by Concert Golf Partners, via its financial sponsors Clearlake Capital Group and Centroid Investment Partners, through an LBO on January 2, 2025 for an undisclosed amount.
Premier Mechanical Service	Provider of heating, ventilation and air conditioning (HVAC) services intended to serve clients in Lima, Ohio. The company offers a variety of services such as plumbing, gas piping, repairing, thereby catering to the requirements of both commercial and industrial clients.	The company was acquired by Exigent Services, via its financial sponsor Huron Capital, through an LBO on January 21, 2025 for an undisclosed amount.
Reebok America (Reebok Design Group and U.S. Operations)	Designer and manufacturer of footwear based in the United States.	The US operations of Reebok America, were acquired by Galaxy Universal, via its financial sponsor CFT Capital Partners and Gainline Capital Partners, through an LBO on January 13, 2025 for an undisclosed amount.
Reviewed.com	Operator of an online reviews platform focused primarily on electronic goods. The company's platform offers product reviews and ratings of a range of consumer electronics, online media, advertising, camcorders, digital cameras, smartphones, freezers, and other related products in addition to providing newsletters related to lifestyle, parenting, celebrations, providing clients with relevant information before making a purchase.	The company, a subsidiary of USA Today, was acquired by StackSocial, via its financial sponsor Integrated Media Company, through an LBO on January 30, 2025 for an undisclosed amount. Through this acquisition, StackSocial intends to diversify its offering to brands by broadening audience reach and increasing opportunities to engage with consumers.
Rooter Town	Provider of plumbing services intended to serve individuals and businesses. The company offers residential and commercial plumbing services, including drain and sewer cleaning and repair, water leaks, pipe location and inspection, fixture repair, replacement, and water heater services.	The company was acquired by Neighborly, via its financial sponsors Kohlberg Kravis Roberts and Investment Management Corporation of Ontario, through an LBO in approximately January 2025 for an undisclosed amount.

Consumer Products and Services Deals for January 2025

Company Name	Description	Deal Synopsis
Schedulicity	Developer of an online appointment scheduling platform for the salon, spa and wellness industries. The company's platform offers appointment bookings, calendar management, payment processing, marketing tools and client searching, helping its customers generate more revenue, communicate with their clients, and automate appointment reminders.	The company was acquired by Vagaro, via its financial sponsor FTV Capital, through an LBO on January 14, 2025 for an undisclosed amount. With this acquisition, the two platforms naturally synergize; enabling industry professionals to operate more efficiently and focus on their passion, as well as delivering an elevated experience to their clients.
Screenprint/Dow (Label Business In United States)	Operator of a label business division based in the United States. The company offers advanced printing technologies and a nationwide network.	The business division, a subsidiary of Screenprint/Dow, was acquired by Resource Label Group, via its financial sponsors Ironwood Capital and Ares Management, through an LBO on January 13, 2025 for an undisclosed amount.
SixSibs Capital Corp (Industrial Building in Franklin)	Provider of real estate services based in Franklin, United States.	The Industrial Building of Wangard, was acquired by SixSibs Capital, through a \$19.55 million LBO on January 7, 2025.
Sleepypod	Manufacturer and designer of pet products designed for safe pet travel. The company offers various products such as beds and carriers, car harnesses, leashes, collars, and harnesses, enabling a comfortable living style for pets.	The company was acquired by Blue Dog Designs, via its financial sponsors 3GP Capital and Ashbridge Partners, through an LBO on January 7, 2025 for an undisclosed amount.
Smart Mouth Foods	Provider of food services focused on providing nutritious pizza options for schools. The company offers a range of products and services, including pizza recipes and specialized baking equipment, enabling school cafeterias to increase student participation and improve their bottom line.	The company was acquired by AFM Capital Partners through an LBO on January 6, 2025 for an undisclosed amount.

Consumer Products and Services Deals for January 2025

Company Name	Description	Deal Synopsis
Spindrift Beverage Co.	<p>Producer of sparkling water beverages intended to help customers experience the taste of real fruits. The company's beverages are prepared using a combination of triple-filtered sparkling water and real squeezed fruit with no additional artificial sweeteners added, enabling consumers to enjoy beverages with real ingredients that help them maintain an active lifestyle and be healthy.</p>	<p>The company was acquired by Gryphon Investors through an LBO on January 14, 2025 for an undisclosed amount. The transaction values the company at \$650 million.</p>
Sprague's Collision Center	<p>Provider of automotive collision and repair services catering to the Utica area. The company specializes in auto insurance claims, lifetime warranty, towing arrangements, autobody repair dent repair, routine maintenance and other repair services, thereby helping customers in their vehicle safety.</p>	<p>The company was acquired by VIVE Collision , via its financial sponsors Ares Management and Greenbriar Equity Group, through an LBO on January 31,2025 for an undisclosed amount.</p>
Strive Village	<p>Operator of a private strength and conditioning training facility based in Chicago, Illinois. The company implements intense strength and conditioning training in a community-like, yet private environment, thereby utilizing these two effective training components, and tailoring the combination to fit each client's needs and goals.</p>	<p>The company was acquired by D1 Training, via its financial sponsor Princeton Equity Group, through an LBO on January 10, 2025 for an undisclosed amount.</p>
Sullivan Super Service	<p>Provider of heating, ventilation and air conditioning (HVAC) services catering to residential and commercial markets. The company's services include general plumbing, drain cleaning, leak locating, furnace and boiler maintenance, indoor air quality inspection and other related services, enabling clients to receive services at an affordable cost.</p>	<p>The company was acquired by Sila Services, via its financial sponsors Constitution Capital Partners and Morgan Stanley Investment Management, through an LBO on January 15, 2025 for an undisclosed amount.</p>

Consumer Products and Services Deals for January 2025

Company Name	Description	Deal Synopsis
Supreme Radio Communications	Provider of communication solutions designed to enhance connectivity and ensure communication. The company offers a comprehensive range of communication products and services, including two-way radios, wireless communication systems, and network solutions tailored to meet the needs of various industries, enabling businesses and emergency services to maintain secure communication, ensuring optimal performance and rapid response in critical situations.	The company was acquired by Mobile Communications America, via its financial sponsor Sentinel Capital Partners, through an LBO on January 1, 2025 for an undisclosed amount.
TCIROOD	Provider of irrigation and landscape services intended to manage and enhance landscape irrigation systems. The company offers extensive experience, client-centric service, and cutting-edge technology, enabling builders, developers, and property managers to achieve reliable, efficient, and high-quality landscape care..	The company was acquired by Mariani Enterprises, via its financial sponsor CI Capital Partners, through an LBO on January 9, 2025 for an undisclosed amount.
The Emblem Source	Manufacturer of custom patches and emblems for sports teams and events. The company offers a variety of products, including NBA patches, framed sets, and custom creations, as well as products for college football conferences and championships, thereby catering to the requirements of their customers.	The company was acquired by Groupe Flexdev, via its financial sponsor Dentressangle, through an LBO on January 22, 2025 for an undisclosed amount.
The Quarters Columbia	Operator of a Class A student housing community located in Columbia, Missouri, United States. The company comprises two hundred and sixty fully furnished units available in one-, two-, three-, and four-bedroom layouts that include a private bathroom, and each unit features stainless steel appliances, quartz countertops, wood-style flooring, in-unit washers and dryers, and ample storage space, ensuring visitors with ample amenities and comfortable living.	The company was acquired by Baker Tilly, via its financial sponsors Hellman & Friedman and Valeas Capital Partners, through an LBO on January 22, 2025 for an undisclosed amount. This acquisition underscores Baker Tilly's commitment to investing in high-quality student housing located in thriving, high-demand markets.

Consumer Products and Services Deals for January 2025

Company Name	Description	Deal Synopsis
Tone It Up	Operator of a fitness and lifestyle company committed to empowering women to live a healthy, happy and confident life. The company offers products including health supplements, shakes, protein bars, fitness equipment, bands and clothes under its brand as well as nutrition and fitness programs via a mobile application that allows users to access fitness training guidance and workout plans in real-time, enabling women to access personalized health plans and stay fit by being connected to fitness experts.	The company was acquired by GoSaga through an LBO on January 27, 2025 for an undisclosed amount.
Trademark Mechanical	Provider of heating, ventilation and air-conditioning services designed for the maintenance, installation, and repair of climate control systems. The company's platform offers expert technical support, extensive industry experience, and strong supplier relationships, enabling residential and commercial clients to experience reliable and cost effective service.	The company was acquired by PremiStar, via its financial sponsor Partners Group, through an LBO on January 15, 2025 for an undisclosed amount.
Trident Beverage	Provider of beverage and dispenser products intended to serve schools, daycares, restaurants, bars, and other food venues. The company's products include juice alive concentrates, juice smoothie cups, juice pouches, and java live, thereby providing quality, healthy, and novelty beverage items along with excellent customer service to the food service industry.	The company, a subsidiary of Ronnoco Coffee was acquired by Frazil, via its financial sponsors Saltoun Capital Partners and M2O, through an LBO on January 27, 2025 for an undisclosed amount.
United Southern Waste Material Company	Operator of a textile recycling and repurposing company based in Dallas, Texas. The company specializes in the recycling and repurposing of clothing, wiping rags, and industrial wipes, which are sold across global and domestic markets.	The company was acquired by Reclaimed Textiles, via its financial sponsor Greybull Stewardship, through an LBO on January 7, 2025 for an undisclosed amount.

Consumer Products and Services Deals for January 2025

Company Name	Description	Deal Synopsis
Van Compass	Manufacturer of suspension components intended to serve the van camping and overlanding markets. The company offers lighting upgrades, sprinter and transit suspension upgrades, accessories, skid plates, and other armor, enabling the design of the on- and off-road capabilities of sprinter, and transit vehicles.	The company was acquired by RANDYS WorldWide, via its financial sponsors Barings, Greenbriar Equity Group and Tailwind Capital, through an LBO on January 22, 2025 for an undisclosed amount.
Van Land	Provider of van conversion services intended to serve trekkers and travel enthusiasts. The company offers power systems, off-road modification, seating, water tanks, air heaters, and window ventilation.	The company was acquired by TBG Equity through an LBO in January 2025 for an undisclosed amount.
Vera Wang	Manufacturer and designer of wedding dresses, jewelry, and beauty products located in Beverly Hills, California, United States. The company designs custom wedding dresses, ready-to-wear, and jewelry for women alongside a diverse selection of fragrances, eyewear, and home decor, enabling customers to select from a range of luxury products.	The company was acquired by WHP Global, via its financial sponsors Ares Private Equity Group and Oaktree Capital Management, through an LBO on January 16, 2025 for an undisclosed amount.
VIVE Collision of Duncansville	Provider of towing services, collision repairs, and original equipment manufacturer repairs serving customers throughout Altoona and Blair County. The company specializes in free estimates, auto insurance claims, automotive glass replacement and paintless dent repairs, thereby ensuring vehicles are always repaired properly.	The company was acquired by VIVE Collision, via its financial sponsor Ares Management, and Greenbriar Equity Group, through an LBO on January 17, 2025 for an undisclosed amount.
VIVE Collision of Worcester	An auto body repair shop located in Worcester, Massachusetts. The auto body shop offers accident repair, collision repair, paintless dent removal, headlight restoration, frame repair, and alloy wheel repair, thereby helping clients restore their vehicles to look in new condition.	The auto body shop of Carsmetics was acquired by VIVE Collision, via its financial sponsors Ares Management and Greenbriar Equity Group, through an LBO on January 24, 2025 for an undisclosed amount.

Consumer Products and Services Deals for January 2025

Company Name	Description	Deal Synopsis
Warren Heim	Manufacturer of a comprehensive range of insulated bags intended to enhance the safety and productivity of electrical workers. The company offers durable bags crafted from materials, enabling electrical professionals to transport and organize their equipment with safety and efficiency.	The company was acquired by National Safety Apparel, via its financial sponsor Blue Point Capital Partners, through an LBO on January 9, 2025 for an undisclosed amount. The acquisition further strengthens National Safety Apparel's portfolio and product diversity, adding complementary lines that fit seamlessly within the company's existing offerings, and will leverage the company's ability to enhance its cross-selling opportunities through established distributor networks across all product categories.
Water Wings Swim School	Provider of swimming training services intended for all ages and skill levels. The company's platform offers group and private lessons, recreational teams, and camps, enabling individuals to develop lifesaving swim skills while fostering a lifelong love for swimming.	The company was acquired by Unleashed Brands Group, via its financial sponsor Seidler Equity Partners, through an LBO on January 28, 2025 for an undisclosed amount.
Wealth Covenant Group	Provider of financial services intended for families and business owners. The company offers financial planning, investment management, asset protection, tax planning, and other related services, enabling clients to focus on other priorities and lifestyle goals.	The company was acquired by CAPTRUST Financial Advisors, via its financial sponsors GTCR and The Carlyle Group, through an LBO on January 10, 2025 for an undisclosed amount.
Wincore Windows and Doors	Manufacturer of windows and entry doors designed to cater to the needs of residential and commercial applications. The company designs and offers a variety of products such as vinyl windows, sliding patio doors and fiberglass entry door systems with options for energy efficiency and impact resistance, enabling clients to get products with accurate, repeatable performance conveniently.	The company was acquired by Fernweh Group and its management through an LBO on January 7, 2025 for an undisclosed amount. The acquisition will help to maximize the company's brand and product offerings.