

## DESIGNER/DISTRIBUTOR OF PROPRIETARY DECORATOR HOUSEWARE CERAMICS

UNIQUE TECHNOLOGY APPEALS TO THE MARTHA STEWART SET

Revenue: \$12,750,000

### INVESTMENT HIGHLIGHTS

- **TRIPLE-DIGIT GROWTH RATE**
- **CONSUMER-HOMEWARE PRODUCT LINE, DEVELOPED IN-HOUSE, IS UNLIKE ANY OTHER**
- **STRONG VISUAL APPEAL MARRIED TO UNIQUELY PRACTICAL BENEFITS**
- **FULLY PROTECTED BY PATENTS, TRADEMARKS AND COPYRIGHTS**
- **BLUE-CHIP RETAIL DISTRIBUTION**
- **COMPANY CONSISTENT ACHIEVER OF HIGHEST SUPPLIER MARKS AMONG NATIONAL RETAILERS**
- **PROPRIETARY IT SYSTEMS SUPPORT CONTINUED GROWTH, EASY INTEGRATION BY ACQUIROR**
- **NEAR-TERM GROWTH DRIVERS: NOW EXPANDING DISTRIBUTION NETWORK AND SKUs OFFERED**
- **BUSINESS EASILY RELOCATED TO ANY PART OF COUNTRY**
- **GROWTH OPPORTUNITIES TOO NUMEROUS FOR CURRENT ORGANIZATION TO EXPLOIT**
- **OWNERS SEEKING RIGHT ACQUIROR TO CARRY THIS GROWTH VEHICLE TO ITS NEXT LEVEL**

### BUSINESS DESCRIPTION

On the basis of the proprietary ceramic formulations it has developed, Client #18963 offers a unique line of a type of houseware item found in most North American households and offices. Consumers typically own more than one of this item and a recent issue of the magazine *Martha Stewart Living* noted that an individual collection can start “with the acquisition of half a dozen, half a hundred or however many (item type) the (consumer) can amass before she runs out of room.” The Company’s products are unique in three respects: 1] Their copyrighted designs are notably distinctive and appealing. 2] The unique physical design and ceramic formulation offer apparent and salient practical benefits not available from competing products. 3] They are profitably sold at price points lower than their high quality and unique features would seem to suggest. Demand for these products has been very strong, but in order for its relatively small staff to stay on top of growth, the Company has heretofore taken a deliberate, go-slow approach. Thus, despite frequent requests by retail distributors for its products, the Company has made them available only through a very small number of well known national distributors. Even so, revenue, EBIT and the number of units shipped have all grown at a triple-digit compound annual pace since the Company’s 1998 founding. As of the autumn of 2012, the Company has entered into negotiations to expand its distribution through the addition of several well known regional and national distributors. It also has commenced the introduction of many new-product items which will have the effect of quadrupling the number of SKUs offered. The Company’s intellectual property is legally protected. Its products are contract-manufactured off-shore according to its stringent specification. As a consequence of this and the robust, proprietary IT system it has in place, the Company can be readily located to virtually any part of North America.

**For further information regarding Client 18963 you are invited to contact:**

## **DESIGNER/DISTRIBUTOR OF HOUSEWARE CERAMICS**

### **UNIQUE TECHNOLOGY DELIVERS CLEAR CONSUMER BENEFITS**

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For an indoor- or outdoor-houseware products company, or manufacturer or distributor of decorative objects, collectibles, hobby items, ceramics, or stoneware seeking to add a unique product line which combines visual beauty with unique technology, this acquisition candidate represents a singular opportunity to control an appealing group of distinctive products, exhibiting advanced technology and consumer benefits unavailable from competitive offerings.

For an organization with leverage in consumer distribution (*e.g.*, direct-mail, catalog operations, the internet or bricks-and-mortar retail) this candidate offers a stable of distinctive and distinguishing products for various channels. It further represents an opportunity to profitably exploit various price-point strategies.

For a firm with marketing acumen and muscle, the Company represents a platform for rapid growth and the dominance of an important niche. For a firm seeking national retail distribution of its other products, this candidate represents entrée into some of North America's largest and most important retail channels.