

Available for Acquisition

Promotional Products, Ad Specialties and Business Forms Distributor

2013 Revenue: \$4,499,000

2013 EBITDA:\$1,065,000

Leading independent distributor of promotional products/advertising specialty items (49% of sales) and custom business forms (47% of sales) and stock business forms (4% of sales).

Why Acquire This Company?

- **Office Equipment Dealers-** Expand your product line, open your current account base to 1,240 new active customers, and call on the same points of contact that purchase both types of products. Business forms and Ad specialties are annuity type sales unlike equipment. Cross-sell office automation products, systems, and services.
- **Forms Brokers-** Expand your customer base by 1,240 active accounts, expand your product line with high margin promotional products/Ad specialties, and capitalize on the 90% repeat business rate to consolidate your position in this market.
- **Ad Specialties/ Promotional Products Companies-** Gain access to over 1,240 active accounts, gain a strong foothold in this geographic market, and add annuity type sales of business forms to your product proposition. Hence, you maintain a position in front of the customer and the competition is diverted.
- **Commercial Printers-** Gain access to 1,240 additional customers, expand your product line to high margin Ad specialties, continue to sell stock forms for annuity type revenue, and expand custom printing within the customer base.

For further information regarding **Client #35847**, please contact:



eMerge M&A, Inc.
295 Madison Avenue, 12th Floor
New York, NY 10017
212.804.8282
www.eMerge-MA.com

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The Company serves a wide range of customers including financial institutions (25.2%), the healthcare industry (11.8%), schools (10.4%), and numerous other entities in the private and public sectors. With an active customer base topping 1,240 accounts, no single customer contributes more than 6% of annual sales.

The Company operates from 7,270 square-foot facility housing a staff of 19 full-time employees.

Company Highlights

***Established Business:** This Company has a long (40+ year) operating history of providing excellent customer service to its customer base.

***Established supplier relationships:** An established base of reputable product manufacturers helps ensure consistent product quality, dependable delivery, and competitive pricing.

***Repeat Business:** A large growing customer base and a 90%+ retention rate help ensure continuity of current operations.

***Information Systems:** The Company has invested in leading edge, industry specific information systems. Orders flow seamlessly from order entry to receiving and invoicing. Orders in process are tracked to assure jobs are on schedule. Customer order information is archived so reorders can be handled quickly and easily. Product searches and client proposals are simple and integrated.

***Diversified Customer Base:** With over 1,240 customer accounts, no single customer makes up more than 6% of annual revenue.

***Own This Market:** The buyer of this Company will effectively own this geographic market for these types of products...not to mention the possibility of cross-selling other products. This would provide an instant, powerful presence in this geographic market.

***Employee and Infrastructure in Place:** Acquire this company and it can stand on its own. There's no owner dependence; therefore, a new owner can step right in.

