

### Full-Service Producer and Installer of Signs, Banners, Vehicle Wraps

Location: Southern US

2012 Revenue: \$9.168 Million

2012 EBITDA: \$2.78 Million

#### Opportunity for Growth, Expansion and/or Diversification

**Unique Business Expansion Opportunity:** This Company's corporate customer base, with its national service footprint, impeccable reputation and position in the market make it a strong fit for players currently in the printing, graphics design and media sector providing opportunities to augment current product lines and diversify sales revenue.

- ★ Brings Product Line Diversification through Wide-Format Production Capability
- ★ Vertical Integration Opportunity for Media, Graphic Design Firms, Other Suppliers
- ★ Ability to Cross-Sell into Existing 10,000 Customer Database - - plus GSA Schedule brings National Marketing Opportunity to Local / Federal Government Accounts
- ★ Internet Marketing Brings a Large Potential Customer Base without Geographic Limitations

#### Business Description

The Company produces and installs myriad outdoor signage and promotional materials anywhere in the US for commercial and corporate clients. This Company is unmatched in the market in terms of speed and specializes in providing high quality service to clients in time sensitive "panic situations". The owner has perfected a production process that enables the Company to create commercial signs, banners, and vehicle wraps faster than any other competitor and to get the product to clients quickly, often on the same day or overnight. Clients place orders, usually on line, approve designs, and have their product as fast as the shipping company can deliver the product. State of the art computer technology allows supervisors to control equipment from virtually anywhere and, in addition, allows interested clients to watch their product being produced. The Company is poised for rapid growth by adding additional shifts to meet the current demand requiring minimal investment. By specializing in time sensitive situations, the Company services a very lucrative niche market within the industry and has established itself as the industry leader for anyone needing immediate turn around on these products.

For further information regarding **Client #35973** you are invited to contact:



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### Investment Highlights

- ❖ **Unique Business Expansion Opportunity:** This Company's corporate customer base, with its national service footprint, impeccable reputation and position in the market make it a strong fit for players currently in the printing, graphics design and media sector providing opportunities to augment current product lines and diversify sales revenue.
- ❖ **Unique Production Model:** The Company's unique production model enables it to produce and deliver its products faster than any of its competitors and allows the Company to stand above the competition by fulfilling the needs of a niche space (time sensitive situations) in an otherwise larger and more competitive market. This niche specialty also allows for larger profit margins.
- ❖ **Capacity for Growth:** Currently, equipment is operating at 25% of capacity. The current equipment can support an additional 5 shifts. Additional shifts would require 1 shift manager and 3 unskilled production assistants per shift. No additional design, graphics or technical positions are required as this work can be completed by current staff during the main shift and put into queue for production at a later time. Through the addition of more shifts, the company could enhance revenue and help equipment run more efficiently.
- ❖ **Newest Technology:** The Company has the most up-to-date printing technology available, including a 10 foot wide printer. This technology is designed to run non-stop. While not in use the printers will 'spit' ink every few minutes to imitate production in order to prevent clogging the lines. Equipment is updated regularly. This technology backbone allows the current owner to monitor and manage production from any remote location with internet access and would facilitate active monitoring by an absentee owner.
- ❖ **10,000 Client Database:** The Company has accumulated an extensive database of clients through its years of service. The general quality of the client relationships is excellent. During certification for GSA (government contracts) a survey of sampled the Company's clients regarding the quality of the product, on time delivery, customer service and competitive pricing. The Company earned a passing rate of 94% of those surveyed (needed 75% for GSA certification). Many, if not most, of these clients were acquired through time sensitive production situations and referrals. The current owner has *never done a marketing campaign to this database* because he would not be able to handle the demand that would be created with only one 40 hr. shift per week.

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