

Chemicals Industry

Case Study

Mandate

Beacon was engaged by manufacturer and wholesaler of specialty chemicals and cleaning compounds which had a 30-year history. As a niche business with over 150 products in its product line, the business had developed a loyal client base, thereby generating steady and recurring revenue. The owners, at the time, were seeking an exit due to retirement. Due to Beacon's strong outreach across North America, Beacon was chosen as the exclusive broker and provided sell-side transaction advisory services through the entire sale process.

Implementation

Beacon began by compiling a fairness opinion to determine the business' true fair market value and proceeded to compile deliverables and confidentially market the mandate to potential buyers. Being a specialized business with a niche product offering, finding an acquirer who had a complementary portfolio of products was particularly challenging. Through our large network of buyers and industry professionals, we were able to successfully attract the right buyers for the business. Based on the seller's criteria and vision, as well as our financial acumen, we were able to pre-screen buyers and solicit offers from serious buyers.

Outcome

Beacon's team assisted our client through every step of the sale process, and successfully completed a tuck-in acquisition. Beacon effectively negotiated a deal with [Orapi Group](#), a leading French manufacturer of professional hygiene products. Our client's existing portfolio and distribution channels offered the perfect synergistic fit for Orapi Group. Our team advised the seller through the buyer due diligence process, ensuring transparency between both parties. Beacon negotiated an all-cash asset transaction with a six-month training and transition period. Beacon's involvement through the succession planning and transition phase ensured that existing client relationships were preserved through the sale process.