

STRENGTH. DURABILITY. SUPPORT.



Heartwood Partners is a middle market private equity firm that serves as a strong and reliable capital partner to owners and managers. We intertwine strategic and financial expertise to drive growth and value creation in our investment businesses.

1982

FOUNDED

30

INVESTMENT
PROFESSIONALS

70%

AVERAGE EQUITY
CAPITALIZATION

SUPPORTING GROWTH, CREATING VALUE

UNIQUE HIGHER EQUITY, LOWER-DEBT APPROACH TO SUPPORT GROWTH

- + Capitalize our businesses with 70% equity
- + Use single outside senior debt class with long amortization, flexible covenants, and low interest rates
- = Provides management with the flexibility to pursue acquisitions and expand capital improvement

OFFERING CURRENT INCOME IN ADDITION TO LONG-TERM EQUITY GAINS

- + Quarterly cash distribution to all equity owners, including business owners and management teams
- = Provides current return on equity investment to complement opportunity to participate in future equity gains

GENUINE PARTNERSHIP WITH ALIGNED INCENTIVES WITH FOUNDERS AND BUSINESS OWNERS

- + Invest on the same terms as business owners and managers
- + Augment direct management ownership with equity incentives
- = Aligns incentives among all equity holders and management, and provides management opportunity to participate further in current income and capital appreciation

LONG-TERM INVESTMENT HORIZON TO ACHIEVE GROWTH GOALS

- + Current cash yield supports longer-term investment approach
- + Target investment period of five to ten years
- = Allows ownership and management to focus on making strategic decisions that benefit the company for the long term

INVESTMENT STRATEGY AND CRITERIA

Typically control equity investments in private U.S. companies that fit the following criteria:

- Particular areas of interest include: Aftermarket Auto/Truck Parts, Consumer Products, Distribution, Food, Business Services, Niche Manufacturing, Packaging, Specialty Chemicals/Materials
- Revenues between \$20 million and \$250 million
- EBITDA between \$5 million and \$30 million
- Competitive position with ability to maintain margins
- Solid, committed management team
- Demonstrated ability to produce excess cash flow
- Manageable customer concentration
- S Corporations, LLC's, partnerships or divisions of larger companies are preferred

ADD-ON CORPORATE ACQUISITION PHILOSOPHY

- Collaborate with management
- Add market share, add product line, diversify customers and/or expand geographically
- Operating profits of \$500K or higher

Please contact John Willert or John Newman with business development opportunities or inquiries:

John Willert

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John Newman

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Heartwood Partners

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15		\$1.7B+		4,500+		70+		23	
COMPANIES		REVENUE		EMPLOYEES		LOCATIONS		ADD-ONS	
COMPANY	INDUSTRY	BUSINESS DESCRIPTION	LOCATION AND WEBSITE	ADD-ON AQUISITIONS					
 ARTISAN LANE FURNITURE COLLECTIVE	Consumer Products Niche Manufacturing	Designer & manufacturer of high-end, made-to-order furniture.	Dallas, TX www.americanleather.com	<ul style="list-style-type: none"> Brookline Furniture LEE Industries Benchmade Modern 					
 PARKWAY	Niche Manufacturing Specialty Chemicals/ Materials	Injection molder of plastic and metal component parts.	Greenville, SC www.parkwayproducts.com	<ul style="list-style-type: none"> LMR Plastics Littlestar Plastics ITECH 					
 M&Q HOLDINGS	Packaging Products	Designer & manufacturer of high temperature plastics, printing and packaging solutions for food, consumer and industrial applications.	Schuylkill Haven, PA www.mqholdings.com	<ul style="list-style-type: none"> Outlook Group Flavorseal 					
 Fletcher Business Group	Consumer Product, Niche Manufacturing	Manufacturer and distributor of equipment and consumables to the picture framing, wood working and glass end-markets.	East Berlin, CT www.fletcherbiscom.com	<ul style="list-style-type: none"> Frameware 					
 CHROMASCAPE	Specialty Chemicals/ Materials	Producer of color dispersions and additives for landscape, building material, and graphic art applications.	Twinsburg, OH www.chromascape.com	<ul style="list-style-type: none"> Greenville Colorants Custom Milling & Consulting CEL Chemical 					
 SUR-SEAL	Niche Manufacturing	Manufacturer & distributor of custom sealing solutions to lighting, HVAC, medical, aerospace and industrial end-markets.	Cincinnati, OH www.sur-seal.com	<ul style="list-style-type: none"> Spectex Mueller 					
 HIGH BAR BRANDS	Aftermarket Auto/Truck Parts, Niche Manufacturing	Manufacturer of aftermarket products for heavy duty trucks including couplings, hitches, fenders, floor mats and tools.	Owatonna, MN www.highbarbrands.com	<ul style="list-style-type: none"> Premier Manufacturing Viking 					
 UW Solutions	Consumer Product, Niche Manufacturing, Specialty Chemicals/Materials	Developer & manufacturer of coatings & hard-surface coated substrates for image sublimation and mezzanine decking.	Louisville, KY www.universalwoods.com	<ul style="list-style-type: none"> R&D Coatings 					
 MicroCare™ Discover Perfectly Clean	Specialty Chemicals/ Materials	Developer & manufacturer of industrial-use cleaning fluids/coatings for electronics, fiber optic, medical, and other precision cleaning end markets.	New Britain, CT www.microcare.com	<ul style="list-style-type: none"> Certol 					
 SuperSod A DIVISION OF WATER SOLUTIONS COMPANY	Consumer Products Food/Agriculture	Producer of sod, seed, compost, and other landscaping products throughout the Southeastern U.S., serving contractors and consumers through retail stores, an eCommerce platform, and directly from farms.	Lakeland, GA www.supersod.com	<ul style="list-style-type: none"> MidTenn Frog Pond Grass Source, Inc. 					
 ALL AMERICAN LABEL & PACKAGING	Packaging Products	Designer, printer & converter of flexographic, digital, and offset pressure sensitive labels, shrink sleeves, folding cartons, flexible packaging, and grand format signage.	Dublin, CA www.americanlabel.com	<ul style="list-style-type: none"> Western Shield Lotus Labels 					
 THE AMLON GROUP	Environmental Services	Provider of recycling, processing, treatment, and management of metal and non-metal bearing industrial and hazardous waste streams.	Plano, TX www.amlonresources.com	<ul style="list-style-type: none"> Thermalayne 					
Prefabricated Modular Building Products	Niche Manufacturing	Fabricator of modular building structures for the municipal market.	Southeast U.S.						
Contract Manufacturer of Nutraceuticals	Niche Manufacturing, Food/Agriculture	Contract formulator, manufacturer, packager/filler, and distributor of specialty dietary supplements, vitamins, botanicals, and other nutraceutical products.	Southeast U.S.						
 NATIVE SEED GROUP	Food/Agriculture	Provider of native seeds and erosion control products used in land reclamation and conservation.	Carpinteria, CA						

SELECT FORMER PORTFOLIO COMPANIES

Niche Manufacturing 	Aftermarket Auto/Truck Parts, Consumer Products, Distribution 	Specialty Chemicals/Materials 	Niche Manufacturing 	Niche Manufacturing 	Food/Agriculture 	Aftermarket Auto/Truck Parts Niche Manufacturing 	Industrial Services 	Consumer Products Niche Manufacturing 	Consumer Products 
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