MASON WELLS



FIRM OVERVIEW

BACKGROUND

Founded in 1998, Mason Wells is a highly experienced and active Midwest-based private equity firm that has raised over $2.4 billion across five independent buyout funds, including Mason Wells Buyout Fund V, a $767 million fund raised in 2021. Our long-standing approach to private equity revolves around the investment we make in people, the enduring partnerships we build with management teams, and the deep network of industry resources we provide.

Mason Wells focuses on two key aspects of every transaction:

THE MANAGEMENT TEAM

Mason Wells seeks to support founders, family owners and managers in the transition of ownership to help companies and owners realize their potential while preserving legacy and culture.

OPPORTUNITIES TO BUILD AND IMPROVE A BUSINESS

We work in partnership with experienced, entrepreneurial management teams to implement our disciplined and proven Value Creation System to create long term, sustainable value in companies.

INVESTMENT CRITERIA

Mason Wells seeks to be the lead equity investor with control positions in companies that meet the following preferred criteria:

MIDWESTERN HEADQUARTERS



FINANCIAL SIZE

Company Revenue:
$25 - $300M

EBITDA:
$5 - $30M

Transaction Value:
$25 - $300M

TARGETED INDUSTRIES

- Consumer Packaged Goods
- Engineered Products & Services
- Outsourced Business Services
- Packaging Materials & Converting

TYPES OF TRANSACTIONS

- Buyout of a Family-Owned Business
- Owner Recapitalization
- Buyout of a Non-Core Corporate Division

PROFESSIONALS

Tom Smith *Chairman*
Jay Radtke *Executive Managing Director*
Greg Myers *Senior Managing Director*
Kevin Kenealey *Senior Managing Director*
Ben Holbrook *Senior Managing Director*
Jim Domach *Chief Financial Officer*
Chris Markgraf *Managing Director*
Chris Pummill *Managing Director*
Damon Thome *Managing Director*
Michael Graves *Director*
Dan Shanahan *Director*
Jacob Simons *Vice President*
Tyler Reinecke *Vice President*
Sam Hunter *Senior Associate*
Drew Kneisel *Associate*
Adam Webb *Associate*
Brady Walsh *Director of Business Development*
Jeff Davidson *Managing Director of Research*

411 East Wisconsin Avenue, Suite 1280 • Milwaukee, Wisconsin 53202
(414) 727-6400 • fax (414) 727-6410 • www.masonwells.com
Disclaimer: for a list of all investments made by Mason Wells Funds, please vist our website.

TARGETED INDUSTRIES & REPRESENTATIVE INVESTMENTS

CONSUMER PACKAGED GOODS

Companies producing, packaging, and marketing consumable packaged goods for any of the following markets:

- Prepared Food
- Beverage
- Functional Ingredients
- Personal Care
- Household Products

Buffalo Games, LLC – *Buffalo, NY*
- Manufacturer and marketer of puzzles, board games, and other indoor and outdoor games.
- *Add-on Acquisitions:*
  - Boogie Board - Kent, OH
  - Ceaco, Inc. - Newton, MA
  - Edaron, Inc. - Holyoke, MA
  - EastPoint Sports - Succasunna, NJ
  - Wild Sports - Westfield, IN

King Juice Company, Inc. – *Milwaukee, WI*
- Manufacturer of the Calypso brand of flavored lemonades and limeades.
- *Add-on Acquisition:*
  - Mela Water, Inc. - Aliso Viejo, CA

Onyx Brands, Inc. – *Bentonville, AR*
- Designer and manufacturer of branded personal care products serving the retail and e-commerce channels.

ENGINEERED PRODUCTS & SERVICES

Companies that design and manufacture high value-added products focused on a variety of markets:

- Flow & Process Controls
- Food Equipment
- Healthcare Products
- Specialty Chemicals
- Specialty HVAC Products
- Test & Measurement

Calvary Industries – *Fairfield, OH*
- Manufacturer of specialty process chemicals for diverse applications and end markets.

Cleveland Electric Laboratories – *Twinsburg, OH*
- Manufacturer of test and measurement products for high temperature environments including aerospace and defense and power generation markets.

MGS Mfg. Group, Inc. – *Germantown, WI*
- Supplier of injection molded plastic components, tooling, and equipment for the healthcare market.
- *Add-on Acquisitions:*
  - CADCO - Beringen, Belgium
  - Formteknik Group - Anderstorp, Sweden
  - Knudsen Plast A/S - Frederiksværk, Denmark
  - Molding facility from Jabil Inc. - Juarez, Mexico
  - Technolution - Horsholm, Denmark
  - Winther Mould Technology - Lynge, Denmark

Strato Technology Solutions, LLC – *Ft. Worth, TX*
- Designer and manufacturer of engineered products that connect rail & transit cars.

OUTSOURCED BUSINESS SERVICES

Companies providing B2B services with differentiated, high-value solutions across a broad range of industries:

- Commercial, Industrial & Residential Services
- Environmental, Infrastructure & Utility Services
- Insurance Services
- Specialty Distribution
- Testing, Inspection, Compliance & Certification
- Transportation & Logistics

Keystone Experts + Engineers, LLC – *Castle Rock, CO*
- Provider of forensic engineering and investigative services for property and casualty insurance carriers.
- *Add-on Acquisitions:*
  - Semke Forensic, Inc. - St. Louis, MO
  - Pyr-Tech, Inc. - Collinsville, IL

RJW Logistics Group, Inc. – *Woodridge, IL*
- Provider of retail logistics for consumer packaged goods companies supplying e-commerce and traditional retailers.

SWAT Group, Inc. – *Milwaukee, WI*
- Provider of radon mitigation services to residential and commercial properties.

PACKAGING MATERIALS & CONVERTING

Non-commodity packaging materials companies servicing any of the following markets:

- Food & Beverage
- Health & Beauty
- Pet Care
- Healthcare
- Regulatory/Compliance
- Warehouse/Logistics

Accord Carton LLC – *Alsip, IL*
- Converter of paperboard folding cartons serving food, beverage, and other consumer staple end markets.

Armis Durable Labels – *Ingleside, IL*
- Manufacturer of technical, durable labels for critical and harsh applications serving the electronics, chemicals, and infrastructure end markets.
- *Add-on Acquisitions:*
  - IDENTCO - Ingleside, IL
  - Reliance Label Solutions - Paola, KS
  - Trebnick Systems - Springboro, OH

Canworks, Inc. – *Austin, TX*
- Digital printer of aluminum cans for the beverage industry.
- *Add-on Acquisitions:*
  - DigiCan - St. Charles, MO

KDV Label – *Waukesha, WI*
- Converter of labels for the beverage, food, household cleaning, and personal care markets.
- *Add-on Acquisition:*
  - Reliable Label - Downers Grove, IL
  - Selective Label & Printing - Sugar Grove, IL

Radius Packaging Inc. – *New Berlin, WI*
- Blow molder and injection molder of plastic packaging for food and specialty beverage, cleaning, nutrition and wellness, and pet care markets.