

## DEAL SNAPSHOT

## Building Excellence For our client

**Heritage Capital Group, Inc.**, an investment banking and financial advisory firm serving middle-market and emerging growth companies in the U.S. and worldwide, is pleased to announce that its client, **Pacific Steel** (located in Quebec), has been acquired by **Varsteel**.

**Pacific Steel** was founded in the 1950s and has built a reputation as a trusted source for both fabricators and construction contractors. The company is a leading distributor of structural steel to large fabricators and service centers in eastern Canada and, for certain products, serves customers in the northeastern U.S. and throughout Canada. The company is a full-range supplier, fabricator, and installer of rebar used in construction markets. Pacific serves its customers using two facilities in Laval, Quebec.

**Varsteel** is a leading steel and pipe service center and metal processor, with over 800 employees and 32 locations in western Canada and the United States. Headquartered in Lethbridge, Alberta, Varsteel has offered supplies and service to its customers for over 70 years. Varsteel's commitment to quality and reliability with every product ensures its customers' satisfaction.

Heritage served as the exclusive financial advisor to Pacific Steel. The deal team included **Bert Tenenbaum, Doug Kravet, Stan Baucum, John Pregulman, and JP Allen**.

The terms of the transaction were not disclosed.

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### PACIFIC STEEL

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Pacific Steel built its reputation through decades of hard work by many dedicated employees. I'm proud of the business we have built and believe that Varsteel is an excellent fit to help our company continue on its growth path. The team at Heritage was with us every step of the way during the transaction. Their advice was invaluable throughout the process.

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**Joe Antebi**  
President of Pacific Steel

## HERITAGE CAPITAL GROUP

With over 47 years experience in M&A transactions, Heritage Capital Group was able to maximize the value of the deal through meticulous management of the acquisition process. Heritage acted as sole advisor to the seller in the preparation of the sale process and due diligence, the approach and negotiations with potential buyers.

## EXPERIENCE. EXPERTISE. RESULTS.

**Heritage Capital Group** is a highly respected and trusted investment banking and advisory firm with local and global reach. For more than 47 years, we have provided transactional and advisory expertise across key industries to our clients.

We work to ensure that your many years of hard work and vision come to fruition. Our team of experts can help guide you through a wide range of scenarios including:

- Selling a company
- Buying a company
- Mergers
- Divestiture of corporate assets or divisions
- Raising debt or equity
- Exit planning
- Value enhancement
- Process improvement
- Restructuring or reorganizing

With our extensive industry and deal experience, we can work with you to help build and maximize your transaction value. You will benefit from the global resources Heritage provides through our leadership position in Oaklins, an international organization focused on the middle market with offices worldwide. With these resources, Heritage is able to leverage global contacts, industry expertise, and transaction experience to achieve exceptional results for you. We offer complete discretion and skilled and methodical negotiations to give you the competitive edge that is essential in today's highly competitive business environment.

## CONTACT DEAL TEAM



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Heritage Capital Group is a merger and acquisition advisory firm with offices in Jacksonville, Florida and Savannah, Georgia. Heritage is a member of FINRA/SIPC and Oaklins, the world's most experienced midmarket M&A advisor, with 850 professionals globally and dedicated industry teams in 45 countries worldwide.