



DEAL SNAPSHOT

Breaking the Mold

For our client

Heritage Capital Group, Inc., an investment banking and financial advisory firm serving middle-market and emerging growth companies in the US and worldwide, is pleased to announce that its client, **Versatrim, Inc.**, has been acquired by **Saw Mill Capital, LLC**.

Versatrim, located outside of Raleigh, NC, manufactures, sells, and distributes a complete line of custom coordinated laminate floor molding and trim for laminate and vinyl flooring, selling exclusively to the residential remodeling market. The Company's innovative approach to molding solutions, and its ability to coordinate with most of the top colors in the vinyl, luxury vinyl tile, wood plastic vinyl, and laminate flooring industry, has guided it to the forefront as a leading manufacturer of floor moldings.

Saw Mill Capital is a lower middle-market private equity firm based in the suburbs of New York. The firm focuses on investing in companies in the business services, specialty distribution, and manufactured products industries.

Heritage served as the exclusive financial advisor and intermediary to Versatrim. The deal team was led by **Bill Sorenson** and included **Don Wiggins, Mary Frosio,** and **Robert Cilek** from Heritage Capital Group and **Dr. Florian Von Alten** with Oaklins Germany

The terms of the transaction were not disclosed.



We built the company on a foundation of high-quality manufacturing and excellent customer service. It was important for me to find a buyer that shared these core principles and had a desire to take Versatrim to the next level. The Heritage team worked hard to find that buyer in Saw Mill Capital. In Heritage, I found a trusted partner who understood and valued my personal goals for the sale of the business. I relied on their advice and expertise to successfully close the transaction and maximize my financial results.



THILO HESSLER
Founder and President of Versatrim

HERITAGE CAPITAL GROUP

With over 45 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 45 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.

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.