



**CONFIDENTIAL BUSINESS PROFILE**  
**ART SUPPLIES & CRAFT/HOBBY DISTRIBUTOR**

**Gross Sales 2011:** \$5,587,696  
**Expected Gross Profit 2011:** \$2,569,242  
**Art Supply Line Gross Profit 2011:** \$1,267,018  
**Craft/Hobby Line Gross Profit 2011:** \$1,295,209

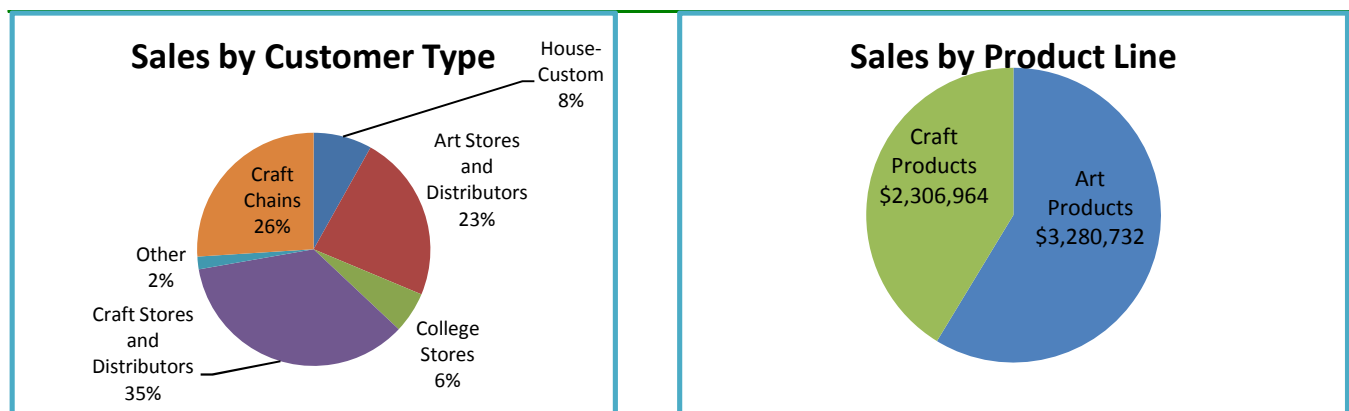
**Terms:** Negotiable  
**Selling Price:** Reasonable Multiple of Gross Profit  
**Location:** New England

**Acquisition Highlights**

- Industry buyer could acquire \$5.6 million in annual sales; over \$2.5 million in gross profit; and additional shelf space with minimal additions to overhead. Annual Gross Profit Margins average 40%. A buyer with existing management, warehouse, office, accounting, and administrative functions will be able to enjoy this company’s healthy gross profit margins more fully through adding its sales to its existing structure.
- The Sellers are open to selling the company in its entirety or splitting the two product lines to separate buyers.
- Outstanding brand and reputation for quality—the company’s brand and trade names represent an attractive add-on acquisition candidate for an industry buyer. They enjoy leadership-level brand recognition and awareness as well as enduring brand loyalty and equity created over the past 70 years.
- Relationships with retailers—the company has built close relationships with key retailers in the hobby & craft and art materials space, including many of the national chains. They currently have over 1000 customers with several thousand retail locations. They have also built loyal relationships with independent retailers through a business diversification strategy which adds higher gross margins to the mix of sales.
- Straightforward integration—the buyer of this company will be able to assimilate the business while eliminating redundant expenses, and thereby grow profits substantially. Additional savings could be realized from a variety of measures including expanded sourcing.
- Cross-over opportunities are possible for companies in like markets or with related products. There is great potential for a distributor to leverage its products with key accounts while expanding into this company’s traditional channels.
- A huge growth opportunity exists to build more meaningful relationships with the large discount retailers of the world.

**Business Synopsis**

- In business: 70+ Years
- Employees: Approximately 31.5 Full-time equivalent non-union employees



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