

G2 Served as Exclusive Sell-Side Advisor to United Solutions

United Solutions, a portfolio company of Camber Holdings, has been sold to CREO Group, Inc., a portfolio company of Millpoint Capital Partners.

CLIENT:



United Solutions (“United” or “the Company”) is a leading designer, developer, and manufacturer of innovative household products for indoor and outdoor living. United Solutions combines a storied history of 100+ years of operation with cutting-edge manufacturing capabilities to deliver American-made products for everyday use at competitive prices. The Company’s family of brands include Rubbermaid, Mighty Tuff, ECOSense, and ECOSolutions. United’s products are developed for the Paint, Trash, Consumer Storage, Pet, and Lawn & Garden categories. With a commitment to excellence and customer satisfaction, United Solutions strives to provide quality products at affordable prices to consumers everywhere. In 2019 United was recapitalized by Camber Holdings, a Boston based investment firm and a European based strategic partner.

SITUATION:

United Solutions, a portfolio company of Camber Holdings, aimed to strengthen its market presence and continue to enhance its product offering to align with a deep commitment to innovation and sustainability. The leadership team understood the need to engage a top-tier investment bank with deep industry expertise and a nuanced understanding of their business to support their strategic objectives. By doing so, the Company sought to accelerate growth while leveraging its longstanding consumer product design and development strengths.

ENGAGEMENT:

G2 Capital Advisors played a pivotal role in facilitating this transaction, serving as the exclusive sell-side

advisor to United Solutions. G2 supported the Company throughout the engagement process, from strategic positioning and marketing to negotiations and closing the deal, ensuring a seamless transition into this new growth phase.

OUTCOME:

United Solutions was acquired by CREO Group, Inc. (“CREO Group”), a portfolio company of Mill Point Capital LLC (“Mill Point”) and a leading sustainable horticulture packaging solutions provider. This acquisition represents a significant milestone in both companies’ growth strategies, allowing the CREO Group to diversify its offerings into the home goods sector and leverage United Solutions’ established customer relationships. As part of the transition, Dave Reilly, CEO of United, will assume the role of CEO at CREO Group, bringing his extensive experience from previous roles at Dorel Industries, Shark Ninja, Apple, Berkshire Partners, and Hasbro to lead this newly combined entity.

Dave Reilly stated, “I’m extremely proud of what the United Solutions team has accomplished to become a market leader. I am grateful to G2 Capital Advisors for their relentless support in identifying the ideal partner for our next growth phase. I am excited to lead the newly combined CREO Group and look forward to driving growth, innovation, and manufacturing excellence in partnership with Mill Point.”

Matt Konkle, president of G2 Capital Advisors, commented, “We are thrilled to have supported United Solutions in this strategic pursuit. This acquisition enhances CREO’s product portfolio and strengthens its commitment to sustainability and innovation. We are confident that the combined expertise of both companies will drive significant value for their customers and stakeholders.”

United Solutions will bolster CREO’s product offering, enhance its manufacturing capabilities, and support its growth strategy. CREO Group’s legacy brands, Nursery Supplies, Inc. and CREO Greenhouse, will maintain their commitment to customer-centricity while embracing innovation, sustainable design, and specialized horticultural expertise.

G2 Capital Advisors provides M&A, capital markets, and restructuring advisory services to the middle market. We offer integrated, multi-product, and sector-focused services by pairing highly experienced C-level executives with specialist investment bankers. We aspire to be our clients' trusted advisors of choice, including corporations and institutional investors.

To learn more about this transaction, contact the deal team directly.

Matt Konkle

President

T: 317.371.6608

E: mkonkle@g2cap.com

Victoria Arrigoni

MD, Head of Industrials & Manufacturing

T: 619.742.6441

E: varrigoni@g2cap.com

Will Luetmer

Vice President, Industrials & Manufacturing

T: 715.212.6031

E: wluetmer@g2cap.com

Jack Hearn

Associate

T: 443.845.3722

E: jhearns@g2cap.com

Jeremy Caulkins

Associate

T: 585.645.4472

E: jcaulkins@g2cap.com

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