

DEAL OF THE MONTH

**CLAIRFIELD DENMARK ACTED AS FINANCIAL
ADVISOR TO THE OWNERS OF G. FUNDER IN
ITS SALE TO LEMVIGH-MÜLLER**

G. FUNDER

was sold to



Advisor to the seller

MARCH 2017

CLAIRFIELD DENMARK ACTED AS EXCLUSIVE FINANCIAL ADVISOR TO THE OWNERS OF G. FUNDER A/S IN ITS SALE TO LEMVIGH-MÜLLER A/S

Transaction summary

SAM Partner sold G. Funder A/S to Lemvigh-Müller A/S. G. Funder is a well-known brand-owner of rope, brooms, brushes, and cleaning equipment for the DIY sector. Lemvigh-Müller A/S is one of the largest B2B distributors of steel products, sanitaryware, and technical products in the Nordic region.

SAM Partner A/S is already a large supplier and sourcing partner for DIY goods in other areas, and post-transaction it will continue as a supplier for G. Funder A/S and Lemvigh-Müller A/S. The products of G. Funder A/S are expected to be offered for the professional customers of Lemvigh-Müller as well.

Profile of the companies



SAM Partner A/S, the seller of G. Funder A/S, is a privately owned company. It is a well-known and successful sourcing partner for DIY and general retail. It acquired G. Funder in 2015.



G. Funder A/S was founded in 1901 and was family-owned for four generations until its purchase by SAM Partner. The company produces and sells products including rope, brooms, brushes, and other cleaning supplies. In 2014 the production in Denmark was outsourced to suppliers in Eastern Europe and the company was eventually sold in 2015 after a long period of poor results. The new owners conducted a successful turnaround after solving sourcing issues and a couple of bolt-on acquisitions.



Lemvigh-Müller A/S, a family-owned business, is one of the largest distributors of steel products and sanitaryware with annual revenues of more than EUR 700 million. The company sought to invest further in the DIY market where it already had some activities.

Transaction rationale

SAM Partner had acquired G. Funder A/S in May 2015 and conducted a successful turnaround focused on more efficient sourcing in just 22 months. As a sourcing specialist, SAM Partner recognized that once that task was completed, another owner would be needed to develop G. Funder even further.

Lemvigh-Müller A/S was considered an outsider as a potential buyer but an internal strategic process prior to the transaction resulted in a decision to invest further in the DIY market. Although Lemvigh-Müller is primarily a distributor of well-known brands, with this acquisition the company also becomes a brand owner and almost doubles its activities in the DIY sector in Scandinavia.

It was a competitive process but ultimately Lemvigh-Müller A/S was a perfect buyer as not only did it make the best offer for the company but it will also continue to use SAM Partner as a sourcing partner going forward.

Clairfield role

Allan Björn, partner of Clairfield International in Denmark and lead on the deal, knew the founder of SAM Partner A/S and was asked to pitch for the sale of G. Funder A/S in August 2016.

The consumer group at Clairfield International was able to provide background information from a long and important track record including the recently closed sale of the UK company Harris, a brand-owner in painting tools and brushes, to Orkla Household in Norway. This shared expertise proved valuable in the pitch and preparing the case.

With the help of an international team in the Nordic region, Germany, Benelux, France, and Italy, a list of international buyers was identified and several were engaged in contact with potential buyers.

Even though the transaction finalized with a national buyer, Clairfield know-how in the consumer sector and exposure to international buyers was valuable in the information-gathering phase as well as in the completion of the deal, providing pricing tension in a competitive process.

CLAIRFIELD NORDIC M&A HAS A STRONG RECORD IN SELLING OWNER-MANAGED BUSINESSES

League tables for Nordics

Financial advisor	2016 Rank	2015 Rank	# of Deals
PricewaterhouseCoopers	1	1	43
BDO	2	4	39
KPMG	3	3	37
Ernst & Young LLP	4	2	32
SEB	5	13	29
IMAP	6	6	28
Carnegie	7	8	27
Clairfield International	8	5	26
DNB ASA	9	15	19

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Transactions closed by Clairfield's consumer team

NORDICS

 was sold to  Personal goods	 was sold to Aktieselskabet CBH (Private investor) Jewelry designer	Proventus sold BRIO® to  Consumer goods	 was sold to L'ORÉAL Cosmetics
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INTERNATIONAL PARTNERS

UK / Norway  was sold to  DIY goods	Italy / France  owner of the brand EMOZIONE3 Contiene felicità. was sold to  Leisure goods	US  acquired  Seafood industry	Australia <i>Cherry Blooms™</i> Australia sold a stake to a private investor Consumer goods
France Ets Grassot owning stores under the franchise  was sold to  Garden centers	The Netherlands  was sold to Topbloemen.nl® Online gift retail	UK FineFranceUK was sold to  Gourmet food distribution	Italy  bought a majority stake of  Beverage distribution