

## Strategic Exit Advisors Assisted with the Sale of SS Industries

**May 17, 2021** – Previously, Strategic Exit Advisors (SEA) proudly announced that we successfully closed the sale of a Direct-to-Consumer Building Products Company to a Strategic Buyer. Now, we are able to identify the parties.

Our client, SS Industries, a direct-to-consumer building products company was sold to Marwin, a portfolio investment of Validor Capital.

SS Industries has revamped the way building products are designed, built, and shipped throughout North American from a single manufacturing facility. SS Industries' digital marketing approach has transformed the traditional model utilized for the distribution of building products.

Under new ownership, SS Industries continues to operate with existing management and all its employees, including the previous owner. With this transaction, the company is positioned to accelerate the rapid growth of its product lines and to acquire additional lines adaptable to the company's proprietary digital platform.

Tony Parisi, Managing Director, led the sale process for SEA. He reflects on navigating the market during the pandemic, "We adapted the sell-side process for our client when the crisis struck. We were fortunate to work with a client who responded to the pandemic in an agile and effective manner and with a buyer that was similarly resilient. After a short pause, we completed the sale in a timely period with a great result for both parties."

### ABOUT STRATEGIC EXIT ADVISORS

Strategic Exit Advisor is an investment bank for entrepreneurs. We help owners achieve their ultimate exit by focusing our process on strategic buyers willing to pay higher, strategic multiples. We understand what you've been through building your business and make certain you get paid for it. At SEA we focus on the transition, not the transaction. To learn more, visit us at [www.se-adv.com](http://www.se-adv.com).





MAKE SURE IT'S MARWIN-MADE.

a portfolio investment of



has acquired



advised the Seller

