

PRESS RELEASE

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Headpoint has advised the owners of Brandenburg on the sale of its three businesses in the UK, US and India to Pelsis Group

Headpoint Advisors has advised Mathew Kaye, founder and Chief Executive Officer and the other shareholders of Brandenburg Holdings Limited, Brandenburg NA, LLC and Brandenburg (India) Private Limited to Pelsis Holding, a portfolio company of Pamplona Capital Management. The sale completed on 22 December 2021.

Brandenburg is a highly respected designer and manufacturer of insect light traps – pest management for flying insects without the use of chemicals. It is an internationally recognised brand with over 95% of its sales outside the UK and its products used in over 140 countries worldwide. Products are manufactured in the UK and India.

Their fly trap products provide hygiene solutions to many end markets especially the manufacturing and delivery of food and are used to comply with food safety standards and to monitor levels of sanitation. The company invests in research and development to ensure that products evolve with demand and regulatory standards and is currently migrating its fluorescent product set to next generation LED.

Mathew Kaye, CEO commented: “It has been a long and rewarding journey to have built Brandenburg into the company it is today. We feel that our business is ready for the next stage in its journey. Joining the Pelsis Group presents a great opportunity for deep collaboration and further investment in product innovation. Ultimately, it improves our ability to grow and develop our business to serve our customers even better. We are very excited about the future.”

Based in the UK, Pelsis is a global pest control technology company and supplies customers in over 80 countries worldwide. Following the acquisition, Pelsis will have a turnover approaching €200m and employ more than 700 people across 18 sites located throughout Western Europe, the US and India. In September 2021 Pelsis was acquired by specialist investment manager Pamplona Capital Management from Lloyds Development Capital (LDC).

Derek Whitworth, Pelsis Group CEO, said: “We are very pleased to be bringing Brandenburg into the Pelsis Group family of brands as the business shares similar goals, values and aspirations for the future. Operationally, it fits very well within our strategy of adding companies that are leaders in their category which can help to deliver synergies for our group. We see great potential for ongoing growth opportunities and there are many clear benefits of working together that will provide customers with enhanced levels of product innovation, service and support.”

The deal highlights Headpoint’s ability to work with privately-owned manufacturing companies that are leaders in their sector and have global operations and achieve outstanding exit outcomes for the shareholders.

Mark Wilson, Managing Director, Headpoint who led the deal said: “It is really pleasing to have helped Mathew and the team achieve a sale to an ambitious and well-funded partner. As well as the very complementary product overlap, Brandenburg strengthens Pelsis’ position in North America and opens up the hugely attractive Indian market. It also allows Pelsis to further in-house manufacture in both the UK and India, especially attractive given the recent global supply chain challenges.”

Mark Wilson was supported by Oliver Stephens and Jack Telford on all corporate finance aspects. Headpoint worked closely with Manny Sahota, managing partner at RMY Clements and with the legal advisors George Green LLP, led by partner Philip Round and by Beverley Smith, James Bird and Jade Langford. Intellectual property advice was received from Dominic Schiller. In India, legal advice was provided by the team at Spice Route Legal, led by managing partner, Praveen Raju.

Pelsis was advised on the legal aspects by DLA Piper, led by partner John Gallon and financial aspects by EY led by partner Mark Allcroft (Financial) supported by John Di Gesso and Anthony Laverick and director Tom Klouda (Tax).

About Headpoint

Headpoint provides specialist corporate finance advice to owners of private companies. Our clients include business founders, family owners / managers and investors. We advise on company sales, acquisitions, management buy-outs, business valuations and raising growth capital.

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