

## Working with an M&A Professional Adds Value Beyond the Deal

Two years ago, as part of a longer-term strategic plan, Bob Ebel began looking for a strategic buyer for his business, Universal Printing, with the ultimate goal of freeing himself up to spend more time pursuing some activities that were important to him while protecting his employees and shareholders.



Caption: Bob and Suzanne Ebel on a recent visit to Israel

““I have known Paul Reilly of New Direction Partners for many years, since he was CEO of Mail-Well (now Cenveo),” Ebel said. “He is well respected and well connected, and more companies will take his call than will take mine! It was an easy decision for me to engage Paul and his firm to look inside the printing industry for the right strategic acquisition for us. They brought more potential buyers to the table than I could have done on my own.”

Looking back on the transaction two years later, Ebel not only validates that working with New Direction Partners was the right decision, but also notes that he got additional unexpected value from the relationship.

“During the transaction,” Ebel explains, “it was so helpful to work with someone like Paul who has done many deals in the printing industry. When we got to certain nuances or sticking points, there was a lot of creativity in his thought process, finding different ways to accommodate the buyer while maintaining

the needs of the seller and finding common ground in creative ways because he had done so many transactions. With all of those ideas, you eventually find the ones that get the deal over the finish line.”

In recent months, having completed his commitment to the transition, Ebel has been providing consulting to another printing firm. This is where an unexpected value of working with Reilly came in. Ebel says, “Now that I am working with other companies, I find myself drawing on a lot of what I learned through the process with Paul. That was very valuable knowledge I would not have had if I had tried to sell my company on my own. I would only have known what I had direct experience with. Working with someone that is an expert in this field, and in this specific industry, has significant value beyond the deal itself.”

For Ebel, successfully completing the Universal Printing transaction and gaining knowledge that he could leverage into the future was a major benefit of working with New Direction Partners. “My wife and I also now have more flexibility to get more deeply involved in a variety of things we really care about,” he concludes. “For me, the experience of working with New Direction Partners was a great one. For my colleagues out there who might be thinking of buying or selling a firm, I have this piece of advice: Get professional help – don’t try to do it on your own. Organizations like New Direction Partners stay in business for a good reason – they know what they are doing, they add value, and they take a lot of stress out of what can be a very stressful proposition.”