

Sandy Alexander Turns to New Direction Partners for Acquisition Advice



Printing firm Sandy Alexander has been an industry leader for 60 years supporting high end clients with high-end marketing needs, and its current CEO, Mike Graff, has been part of the company's success for a little over half that time.

Recently, a mutual acquaintance introduced Sandy Alexander to Snow Peak Capital, and the result was a majority investment in the iconic firm. Graff states, "Our principle here is you have to have the correct chemistry and working relationship before you can do any sort of integration in business. After spending time with Snow Peak principals, we felt we had strong chemistry with them and were very aligned in principle and outlook, and the strategy for doing business. The more we learned, the more we liked them. So we marched down the aisle together."

A transaction of this nature is not trivial for either party, and Graff knew he needed support from an M&A expert. Sandy Alexander chose to work with New Direction Partners, an M&A firm specializing in the print and packaging industries. He says, "I have known Peter Schaefer and others at New Direction Partners for a many, many, many years. It was a natural selection for us. They're experts in what they do, and they're very well connected. They have a realistic view of the marketplace, and they were invaluable both to the buyer and seller here."

Graff notes that prior to committing to New Direction Partners, the company did its due diligence and spoke with a couple other firms that were recommended. "In the end analysis, there was no comparison. With other firms we spoke to, we were teaching them the industry as opposed to them helping us in the industry. And you don't need to spend time doing that. New Direction Partners is the preeminent investment firm in our space. I'm sure we will work with them again as and when we explore future acquisitions."

Graff's advice to his peers who might be considering selling their firm or acquiring one? "Do your homework. Make sure your business is in order. The due diligence process is a long one, and it's something that New Direction Partners is well-positioned to help guide you. But be prepared and be flexible."

New Direction Partners is an investment banking and financial advisory services formed by Peter Schaefer, Paul Reilly, Jim Russell and Tom Williams to serve the printing and related industries. Services include merger advisory services through the representation of selling shareholders as well as buy side representation, valuation services, financing and refinancing efforts, turnaround and restructuring services, and temporary/interim management consulting. To learn more about New Direction Partners, visit New Direction Partners' website at www.newdirectionpartners.com.