



Firm Overview

Partnering with consumer-related businesses

Palladin Consumer Partners is a Boston-based investment firm focused on investing in middle and lower-middle market businesses operating in the consumer products and services sectors. Palladin partners with founders and management teams to ensure they have the resources and expertise to identify market opportunities, avoid pitfalls and drive sustainable growth.

The firm's principals bring over 30 years of experience developing transaction structures and financing solutions to meet a wide variety of company needs and market conditions.

Investment Characteristics

- Secular tailwinds driving sub-sector
- Demonstrated resilience under diverse economic conditions
- Defendable market positioning and sustainable margin profile
- Multiple avenues for organic growth
- Strong fit with Palladin's experience and capabilities

Consumer Sectors

Household & Consumer Products



Health and Wellness



Residential Services



Consumer Services



Pet



Specialty & E-Commerce Retail



Multi-Unit



Beauty & Personal Care



Travel



Packaging



Investment Criteria

Revenue

\$25 - 250 million

EBITDA

\$5 - 25 million

Investment Size

\$25 - 100 million, with ability to scale up as needed

Geography

North American focus, with global experience

Investment Types

We identify attractive consumer sub-sectors and seek out the best companies and management teams within those industries, focusing on growing markets we know well or can readily understand.

- Control oriented but will consider structured minority positions
- Focus on first institutional capital in founder-owned and led businesses but have experience with corporate carve outs and restructuring situations
- Buyouts, recapitalizations, and growth equity investments
- Buy and build strategies



Select Partnerships



Global value-added provider of floral packaging products



Designer and provider of beverage-wear and food storage products



Residentially-focused HVAC, plumbing, and electrical service provider in Southeastern US



DTC auction company selling returned inventory from major retailers



Operator of express, flex and full-service car washes in the Northeastern U.S.



Operator of food & beverage concessionaires in regional airports nation-wide



Health and wellness brand with a variety of performance and recovery products



Largest retailer of electronics and accessories in airports globally



Operator of Pure Barre and Cyclebar boutique fitness studios in the New York Metro area



Premium women's lifestyle brand

Differentiated Strategy

Valued Partners to Founders and Management Teams. Working alongside management teams as trusted partners to provide support that extends beyond capital.

Operationally Oriented Collaborators. Leveraging our own operating experience and extensive network of operating advisors to help organizations achieve their goals.

Consumer Experts. Having invested across a broad spectrum of the consumer industry.

Steady Hand. Bringing decades of investment experience, we understand that things don't always go according to plan, and we provide a balanced perspective in the face of adversity.

Investment Team

With over 30 years of experience, our principals and operating advisors can lend expertise in all key functional areas:

- Operations
- Sales
- Marketing
- Product Development
- Merchandising
- Human Resources
- Finance
- Supply Chain

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