

Topspin Partners Invests in Bear Down Brands

October 17, 2017

Topspin Partners today announced that it has made an investment in Bear Down Brands (“Bear Down” or the “Company”), a rapidly-growing developer and marketer of branded home, health and wellness products. The Company has capitalized on the shift to e-commerce through its diversified portfolio of humidifiers, air purifiers, personal care products, lunch and food storage and other products sold under its two premier brands, Pure Enrichment and Bentgo. Breakwater Management, LLC provided a unitranche loan facility and equity co-investment to help support the transaction. Breakwater’s senior investment team has over 55 years of private company investing experience and has built the firm on a deep commitment to partnership, integrity and growth.

Topspin has partnered with the existing owner-operators and co-founders of the Company who will continue to manage the business going forward. The management team has extensive experience in the consumer products industry and in particular, the e-commerce channel. The Company’s founders stated, “We are thrilled to partner with Topspin. We believe that their expertise, extensive network and deep understanding of the consumer products industry will support the growth of our brands and expand our distribution capabilities.”

“We are very impressed by the rapid growth that the Company has achieved along with their successful navigation of the competitive e-commerce channel,” said Leigh Randall, Managing Partner at Topspin. “The Company’s established brands serve as a foundation for future growth into new channels and categories, initiatives that we are well-suited to support.”

For more information on Bear Down’s leading brands, please visit www.pureenrichment.com and www.bentgo.com.

About Topspin

Topspin Partners is a suburban NY-based private equity fund that makes investments in profitable and established lower middle-market businesses. The firm invests across a number of industries, including health and wellness, niche consumer, food and beverage, business services and security. The Topspin team has considerable operational expertise and collaborates with management teams to build businesses of varying stages and sizes. Further information on Topspin can be found at www.topspinpartners.com.

About Breakwater Investment Management, LLC

Breakwater Management is a private investment firm that provides flexible debt and equity capital to growing lower middle market companies. The firm aligns itself with committed management teams, owners, and sponsors, providing creative financing solutions tailored to meet individual borrower needs.

To learn more about Breakwater, visit www.breakwaterfunds.com or call (424) 777-4000.

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