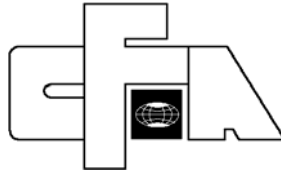


Private Investors
Omaha, Nebraska

Acquired

Crown-Line Plastics, Inc.
Nebraska City, Nebraska

The undersigned provided investment banking advisory services for the seller.



CORPORATE FINANCE ASSOCIATES
Omaha, Nebraska Denver, Colorado Cedar Falls, Iowa

“Corporate Finance Associates was very straightforward with me. They had lots of contacts, and the people they dealt with were the people I was interested in selling to. They were dealing with substantial people.

They were very persistent. They were responsible for the interest of lots of people, and, on the whole, I was very pleased. I was interested in getting the value out of the business that I thought was there. I didn’t want to sell on a payment basis; I wanted the cash up front. And I wanted a purchaser capable of handling the business.

CFA took seven or eight qualified buyers through the process and ended up with four or five offers. The buyer was an ideal fit. The investment group had sales and marketing experience in the metal pipe business. Therefore, they were at once synergistic buyers and financial partners. I’m satisfied knowing I’ve sold to someone who understands my business.”

*Harry Somermeyer, President
Crown-Line Plastics, Inc.*

“Corporate Finance Associates understood exactly what they were selling, and they understood our position. They worked both for the buyer and the seller to try to bring the deal together. They had a lot of patience and determination, because they didn’t walk away from the deal or let it die.

A dealmaker has to have a good relationship with both seller and buyer, and he has to understand the dynamics of the situation. Our dealmaker understood completely; he knew what was important to both parties, and he was the go-between who helped us work it out to both parties’ satisfaction.”

*Joe Sullivan
Buyer, Crown-Line Plastics, Inc.*

Crown-Line Plastics, Inc. is a manufacturer focused on extruded plastic products. The Company extrudes both PVC and PE products. Founded in 1957 by Harry Somermeyer, the Company had grown significantly in its history. After many years as an active owner, Mr. Somermeyer had run the business as an absentee owner for 5-6 years prior to his decision to sell the Company for retirement purposes. Through its efforts, CFA was able to sell the Company for a price and terms favorable to Mr. Somermeyer. In addition, CFA was able to accomplish its client’s stated goal of only selling the Company to a buyer who was willing to keep the business in place and to retain all of the existing managers and staff.

Founded in 1956, Corporate Finance Associates (CFA) provides investment banking services to middle market companies. With offices throughout North America and affiliate member throughout Western Europe, CFA assists clients in mergers, acquisitions and corporate finance. The Nebraska/Iowa offices of CFA focus on representing sellers and buyers of middle market companies throughout the Midwest.

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Crown-Line Plastics: Leaving a Legacy of Good Business in Capable Hands

The founder of a manufacturing company turns to CFA to find the right buyer for the work of a lifetime

A business owner gets the “right value” out of the sale

In 1957, Harry Somermeyer, a graduate Chemical Engineer, purchased his first plastic extruder and, in 1958, made his first sale of polyethylene coiled pipe. For 40 years, Somermeyer was president, “sole member of the board of directors, and jack-of-all trades” for Crown-Line Plastics, Inc. Located in Nebraska City, NE, Crown-Line’s plastic pipes were initially used in rural water systems and small towns. Under Somermeyer’s leadership, the business grew, adding PVC pipe and an engineered plastics division which supplied specialty extrusions to industrial firms.

When the time came to sell Crown-Line, Somermeyer knew it wouldn’t be a simple job. He had a specific price and type of buyer in mind. “We’d had some inquiries over the years,” Somermeyer says, “but I didn’t think the people interested in purchasing Crown-Line had sufficient capital. I was interested in finding someone who would continue to operate Crown-Line successfully and thereby protect the jobs of our employees, some of whom had been with us for over 35 years.”

After thinking about the sale of his business for a few years, Somermeyer contacted Corporate Finance Associates Worldwide, seeking assistance.

“They were very straightforward with me,” Somermeyer recalls. “They had lots of contacts, and the people they dealt with were the people I was interested in selling to. They were dealing with substantial people.”

At an initial meeting with CFA, Somermeyer explored his options for the sale. “I heard what CFA planned to do, and I signed a contract,” Somermeyer says. “After that, it was up to them, and they were very persistent. They were responsible for the interest of lots of people and, on the whole, I was very pleased.” CFA found several potential buyers, and Somermeyer sold Crown-Line to an investment group whose principals, Somermeyer says, are high caliber people with integrity and dedication to Crown-Line’s loyal employees. CFA led negotiations that resulted in a mutually agreed upon price and deal terms.

“I was interested in getting the value out of the business that I thought was there. I didn’t want to sell on a payment basis; I wanted the cash up front. And, I wanted a purchaser capable of handling the business,” says Somermeyer. In addition to closing a satisfying deal, Somermeyer has a two-year consulting contract with Crown-Line.

“They had lots of contacts, and the people they dealt with were the people I was interested in selling to.” –Harry Somermeyer

Benefits at a Glance

- Finds desirable, qualified buyers for your business
- Structures deal terms to meet your goals as closely as possible
- Gets you the best market value for your company
- Offers options for preparing your business for sale
- Aggressively – and confidentially – markets your business for sale

Strategy, persistence, and sales: CFA's approach leads to maximum value for business sellers

When CFA was approached by Harry Somermeyer to find a buyer for Crown-Line Plastics, they targeted two types of prospects: strategic, synergistic buyers looking to expand within the same or related industries and individual buyers in the Midwest with the interest and experience to complete the sale.

Before marketing Crown-Line Plastics to potential buyers, CFA recommended that Somermeyer upgrade to an improved computer system, retire some aging equipment, and re-energize the sales staff with new leadership to increase sales. After these value-enhancing strategies were implemented, CFA began marketing Crown-Line.

The investment group who eventually purchased Crown-Line expressed interest early on in the marketing process. Their first proposal reached an impasse over several negotiating points, and CFA continued to market Crown-Line. Other prospective buyers made offers, but few were able to meet all Somermeyer's and CFA's criteria.

"Overall, CFA took seven or eight qualified buyers through the process and ended up with four or five offers. One proposal came from a competitor who made an excellent offer, but who wanted to move the company. That didn't mesh with my desire to do right by former employees," Somermeyer recalls. After several months passed, CFA renewed contact with the investment group and led negotiations that overcame the reasons for the earlier impasse.

Because Crown-Line eventually received five offers for purchase, the company held its value, and CFA was able to negotiate for maximum value on the strength of multiple interested parties.

"The buyer was an ideal fit," says Somermeyer. "The investment group had sales and marketing experience in the metal pipe business. Therefore, they were at once synergistic buyers and financial partners. And, I'm satisfied knowing I've sold to someone who understands my business."

"The buyer was an ideal fit. . . And, I'm satisfied knowing I've sold to someone who understands my business."

-Harry Somermeyer