

# CASE STUDY

## WE GET THE DEAL DONE

Pedrollo acquires Superior Pump

INDUSTRIALS



### THE DETAILS:

DECEMBER 2020

ITALY | UNITED STATES



acquires



Translink Corporate Finance in Italy advised Pedrollo in acquiring the majority of US-based pump business Superior Pump, the trading name for Michael Sales.

### KEY TAKEOUTS:

Establishing a foothold in the US had been Pedrollo's ambition of over 20 years.

For 2021, the unconsolidated revenues of the Group, with Superior Pump, are expected to exceed 300 million euros – an increase of some 45% compared to 2019

### TRANSACTION ANNOUNCEMENT:

Pedrollo acquired a majority control of Michel Sales. Pedrollo's strategic ambition for two decades had been to capture market share in North America and as such the partnership with Superior Pump was appealing.

Throughout an extensive search process, Pedrollo was intrigued by Superior Pump's strong geographic footprint and excellent supplier relations. Through ensuing conversations with Superior Pump, it was clear that there are many complementary business aspects between these two companies.

Superior Pump (trading name for Michel Sales) is a producer and distributor of premium pumps designed for commercial and residential use. This multi-generational family business leverages strong and long-tenured manufacturing capabilities to deliver top-tier products for its wide array of North American-based customers. Coming from its long-standing history of family and entrepreneurial values, Superior Pump shares a similar vision and culture with its Italian-based counterpart, making it an optimal acquisition target for Pedrollo.

### SUMMARY:

- Translink in Italy and the United States acted as the exclusive M&A advisor to the Pedrollo Group on its acquisition of Superior Pump.
- The fact that Superior Pump, one of more than 100 potential targets identified, was also a family-run business with similar values, was an appreciated bonus for Pedrollo.
- This transaction demonstrates Translink's significant capabilities to originate and execute mid-market deals in the United States

**"I was impressed by the ability of Translink to originate this opportunity for us so close to the profile that we were seeking in such a competitive market. This was our first acquisition outside of Italy. Nevertheless, Translink was able to make this complex and new experience, both in terms of norms and culture, seem familiar and manageable for us. I highly recommend Translink for companies wishing to expand abroad and especially for those interested in the United States,"**

**- Giulio Pedrollo, CEO at Pedrollo Pumps**