

Metronome Partners Represents BFG Supply Co.

Metronome Partners, LLC (“Metronome”) served as the exclusive financial advisor to BFG Supply Co. (“BFG” or the “Company”) in its sale to Incline Equity Partners (“Incline”), a private equity firm based in Pittsburgh, PA. BFG is a provider of third- party and proprietary branded products to professional growers, lawn & garden centers, and other green industry participants. Metronome worked with BFG’s majority shareholder, Parallel49 Equity (formerly Tricor Pacific), and management to identify and select a financial partner that best fit the Company’s long-term objectives.

Nick Peters, Managing Director of Parallel49 Equity, stated, “The Metronome team was fully engaged throughout the entire process and worked tirelessly to ensure a successful outcome. They were available 24/7, and the transaction was as important to them as it was to us.”

Dave Daily, CEO, added “Metronome found us a partner that shared our vision and will help us achieve our growth objectives. They led us through every stage of the process and were an incredible resource throughout.”

Based in Burton, OH, BFG distributes a full line of professional horticulture and lawn & garden products including containers, growing media, chemicals, fertilizer, seed and greenhouse equipment. BFG leverages technology to efficiently serve its customers with industry-leading product selection and service levels. For additional information, please visit www.bfgsupply.com.

Parallel49 Equity is a leading private equity firm that invests in profitable, well-managed, lower middle-market companies in the U.S. and Canada. Since its founding in 1996, the firm and its predecessor have managed over C\$1.2 billion of investor capital. For additional information, please visit www.p49equity.com.

Paul Hastings served as legal counsel to BFG and Denton’s Cohen & Grigsby served as legal counsel to Incline.



Metronome Partners is an independent, Chicago and Memphis based M&A advisory firm that specializes in sell-side transactions as well as capital raising across a broad range of industries. With over 200 transactions completed by Metronome's principals, the firm combines large firm experience with small firm attention. Metronome focuses on middle market businesses nationwide.

For additional information regarding Metronome Partners, please visit www.metronomepartners.com, or contact the firm’s senior bankers.

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