



*Investors and Advisors for Operating Companies  
in the Garden Products Industry*

*“Although some institutional equity capital investments were made in the garden products industry in the 1990’s, the needs of individual companies to fund growth or obtain capital to create liquidity for their ownerships far exceeded the monies of these earlier investments.*

*Spring Garden was formed to serve operating companies and institutional equity sources in deploying capital in the highly attractive garden products industry.”*

*Jack Hesse, Founder  
Spring Garden Corporate Advisors*



*For years,* garden products companies seeking financing or acquisition have attracted only limited institutional funding – thus constricting their ability to fund growth or access capital that could be used to generate liquidity for ownership interests.

What was lacking? Two things: An in-depth understanding of this industry's investment potential and proven expertise to assist them in evaluating garden products companies.

Spring Garden Corporate Advisors was created to fill this void.

We are foremost investors in and acquirers of companies in the garden products industry. However, we also serve a select number of other companies in this same field as strategists and financing specialists.

No other financial firm specializes in serving this niche market.

### *What We Offer*

Spring Garden Advisors, formed in 2002, provides equity investments to leading operating companies in the garden products industry. We do this in one of two ways: through an outright acquisition of a company or through an equity investment in an operating company.

For those companies in which we do not invest, our consultative projects are designed to improve their competitive positions.

In every project, our goal remains the same – to build shareholder value by providing the tools to improve both short- and long-term revenues and profitability.



### *Our Institutional Investment Program*

Through long-standing relationships with private equity investment firms, we've established a proprietary institutional investment program for companies in the garden products industry.

This program's main objective is to acquire leading grower/marketers of woody ornamental plants in the horticulture sector of the industry. It's supported by a group of private equity firms who have evaluated the industry and seek to provide equity funding for the purchase of selected companies.

### *Our Primary Focus*

Ideally, the companies that Spring Garden considers for acquisition will have certain basic characteristics, including the following:

- ▶ They operate in climates advantageous for producing certain products.
- ▶ Their products are of consistently high quality and high volume.
- ▶ They're recognized as industry leaders.
- ▶ They're profitable, with annual revenues generally in the range of \$10 - \$100 million.

Be assured that Spring Garden maintains complete confidentiality in all relationships at all times. We move quickly, striving for an early decision on values and offers.

### *Serving Other Areas*

We also consider investing in and consulting with companies in other areas of the garden products industry, including garden accessories and planters and garden service companies.



## *Our Team*



JACK HESSE is Spring Garden's founder and President. He has more than 30 years' experience in financing, acquiring, and managing companies in the garden products industry.

Jack was Founder and then President of American Garden Products (AGP), and pioneered in introducing the first institutional and public capital into the garden products industry in the 1970-1981 period.

He built American Garden through acquisitions into the largest US horticultural enterprise at the time, with \$51 million in revenues. In 1997, Jack founded International Garden Products (IGP), growing that through internal expansion and acquisition of leading companies into a \$170 million business.



Managing Partner REID MCCARTHY also has extensive industry experience. He was founder and CEO of Atlantic Greenhouses, Inc., which acquired and operated numerous commercial bedding plant growers in the Middle Atlantic. It was successfully sold to Hines Horticulture in 1999. Prior to this, Reid had a long history of successfully financing a series of businesses in different fields.



 *Industry Experts*

When you own a well-established business for a number of years and are considering selling that business, there always are a host of issues to address. The disposition of a business can also lead to questions and doubts. Controlling shareholders might be driven by a need for liquidity or asset diversification. They might sense a lack of management succession. Family businesses face additional issues.

In these situations, businesses appropriately turn to trusted lawyers, accountants, and traditional merger and acquisition firms.

Spring Garden plays a different and unique role. As strategists and financing specialists in this field, we use our depth of industry knowledge to offer what we believe is unavailable elsewhere: to help a company maximize its competitive industry position and value. Our goal is always the same, and that is to maximize the current and future value of our client's shareholder position.

 *For More Information*

Spring Garden Corporate Advisors, Inc.  
572 Washington Street, Suite 19  
Wellesley, MA 02482

Phone . . . . . 781-489-6644  
Fax . . . . . 781-489-6640  
Email . . . . . [info@sgcainc.com](mailto:info@sgcainc.com)

On the web . . [www.sgcainc.com](http://www.sgcainc.com)



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