



Transactions

Sell-Side Advisory

Innovative Labeling Solutions, Inc. & Wizard Labels, LLC

Acquired by:

BROOK & WHITTLE LTD.
SUSTAINABLE LABELING SOLUTIONS

A Snow Phipps Group, L.L.C. Portfolio Company

Innovative Labeling Solutions, Inc. and Wizard Labels, LLC

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CINCINNATI, OH – RKCA, Inc. (“RKCA”), a leading, independent, middle-market investment bank, is pleased to announce the successful sale of Innovative Labeling Solutions, Inc. (“ILS”) and Wizard Labels, LLC (“Wizard”), to Brook and Whittle Holdings, Corp. (“Brook & Whittle”). Brook & Whittle is majority owned by private equity firm Snow Phipps Group, L.L.C. (“Snow Phipps”).

Founded in 1996 by Jay Dollries and Steve Wolf, ILS is the preeminent full-service provider of high-quality digitally printed prime labels. Since purchasing its first digital press in 2005, ILS has continued to build out its digital printing infrastructure, becoming the first label converter in the world to install a 20000 HP Indigo digital press. Through its early adoption of digital printing technology, continued dedication to digital innovations and operational excellence, ILS has established itself as the leading digital label converter in North America.

“ILS has proven its ability to maximize the capabilities of digital printing technology in unique ways to provide solutions for our customers. The opportunity to leverage our know-how across the broader Brook & Whittle

platform will truly enhance our ability to scale the business model and growth prospects. In addition, ILS and Brook & Whittle share similar cultures and values, so this partnership is truly a great fit,” stated Mr. Dollries.

In 2013, ILS co-founder, Jay Dollries, partnered with industry veteran, Steve Smith, to build Wizard Labels, a separately branded company that would focus on the growing online business-to-business label market. Today, Wizard has established itself as a leader in the market by heavily investing in the user’s online experience and, with the help of ILS, offering unparalleled turnaround times.

“The Wizard Labels’ technology platform has demonstrated its unique ability to service customers with unparalleled speed and reliability,” said Mr. Smith, Founder and President of Wizard Labels. “We look forward to expanding our product line and growing our customer base with the increased capabilities Brook & Whittle offers.” Mr. Smith will continue with Brook & Whittle as a strategic advisor and shareholder helping Brook & Whittle continue to scale Wizard Labels’ technology platform.

Mr. Dollries and Mr. Smith will continue their involvement and become owners in Brook & Whittle post-closing. The ILS and Wizard Labels leadership teams will continue to focus on running their respective businesses as part of Brook & Whittle.

RKCA was retained as the Company’s exclusive M&A advisor and investment banker. The transaction was led by Brent Rippe, Partner, Tom Compton, Partner, and Carlton Zesch, Associate.

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