



# CYPRIMUM

PARTNERS

Non-Control Capital for the Middle Market

## Cyprium Partners Announces Three Acquisitions by Portfolio Company, Bensussen Deutsch & Associates, LLC (BDA).

November 16, 2017

**Cleveland, Ohio:** Cyprium Partners is pleased to announce its portfolio company Bensussen Deutsch & Associates, LLC (BDA) has completed three complementary acquisitions during the last few months.

In July, BDA acquired Boston-based SwervePoint, a complementary business to BDA's Merchandise Agency™ model for promotional and branded merchandise. Founded in 2004, SwervePoint brings a boutique approach to a diverse portfolio of clients in the financial, insurance, technology, and professional services industries.

BDA next completed two acquisitions in the UK, expanding the capabilities and reach of its European base in London:

In September, BDA acquired Dukes of London, an award winning promotional merchandise distributor with 22 years of industry experience. This addition will benefit from BDA's purchasing scale and further grow the vision for a global agency that focuses on local service.

In October, BDA announced the acquisition of Sports Merchandise Global (SMG). The Manchester-based company delivers comprehensive solutions for the provision and delivery of specialist sports merchandise across leading sporting brands, leagues, commercial partners, and sponsors on a global level. SMG serves clients in the Premier and La Liga football leagues as well as a client base that stretches across all major sports including football, cycling, rugby, and basketball.

Cyprium is supportive and engaged in BDA's continued search for add-on acquisitions, primarily promotional marketing agencies and branded merchandise distributors with \$10 million or more of annual revenue located in the United States, Canada, and Europe.

### ABOUT BDA

Bensussen Deutsch & Associates, LLC (BDA), a Merchandise Agency™ established in 1984, is the only full-service, in-house global company that provides promotional marketing services and customized branded merchandise to Fortune 1000 enterprises, major sports leagues (MLB, NFL, NBA, NHL, MLS, Premiere League, La Liga, NBC Sports, NASCAR, NCAA, IMG College, USTA, PGA Tour and USOC) and global entertainment holding companies. The company is celebrating 30+ years of business with such high-profile brands as Coca-Cola, Sony, Ford, GE, Kellogg's, HBO, and Starbucks. Clients come to BDA to extend their reach through custom branded merchandise campaigns, integrated eCommerce marketing, and sports and entertainment sponsorship activation. For more information on the power of merchandise visit [www.bdainc.com](http://www.bdainc.com).

### ABOUT CYPRIMUM PARTNERS

Cyprium Partners is a private equity and mezzanine firm focused on non-controlling investments in profitable middle-market companies, allowing company owners and their management teams to retain a controlling interest in their businesses. Cyprium provides common equity, preferred stock, subordinated debt or any combination thereof, offering flexibility and increasing the certainty of close. With offices in Cleveland, New York, and Chicago, the firm invests \$10 million to \$60 million per transaction in U.S. and Canadian companies with \$8 million or more of EBITDA. Learn more about Cyprium Partners at: [www.cyprium.com](http://www.cyprium.com).

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