



# Everingham & Kerr, Inc.

Merger & Acquisition Advisors focused on the Lower Middle Market

## PRESS RELEASE

for immediate release

January 20, 2016

### *Everingham & Kerr, Inc. is pleased to announce that Standard Merchandising Co. & Affiliates has been acquired by LongWater Opportunities*



**STANDARD MERCHANDISING CO**



*Everingham & Kerr, Inc.*

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Everingham & Kerr, Inc. announced today that Standard Merchandising Co. & Affiliates (“SMC”) has been acquired by LongWater Opportunities (“LongWater”). Terms of the transaction were not disclosed.

Founded in 1922 in Philadelphia, PA, SMC designs, manufactures, and distributes several lines of branded and private label hosiery products, specializing in luxury women’s products and athletic and novelty socks. Along with its private label business, which serves several leading national retailers and catalog companies, SMC’s brand lineup includes b.ella, Red Lion, Nouvella, Qtfeet, E.G. Smith, and 2Brothers. The luxury lines feature the highest quality exotic yarns and animal hairs sourced from across the globe, including cashmere and cashmere blends, extra fine merino wool, mohair, and alpaca yarns, among others. The athletic and novelty lines are known for variety and creativity in designs, comfort, and durable construction that hold up on and off the field across a variety of sports and activities. To ensure the highest quality standards, SMC’s socks are proudly made in the USA. To learn more about SMC please visit [www.standardmerchandisingco.com](http://www.standardmerchandisingco.com).

LongWater Opportunities, headquartered in Dallas, Texas with an office in Fargo, North Dakota, is an operationally-focused private equity firm that targets control buyout equity investments in lower middle market U.S. based manufacturing companies in partnership with family owner-operators and entrepreneurs. LongWater was founded in 2009 with a vision to create a different kind of private equity firm – one that centers on mutually aligned interests and investing patient capital to build successful American manufacturing businesses. LongWater recognizes that long-term value is created through taking a hands-on approach with its portfolio companies to identify and execute strategic and operational initiatives that create sustainable competitive advantages.

Everingham & Kerr, Inc. initiated this transaction, acted as a financial advisor and assisted with negotiations for SMC.

**For more information on this transaction, please contact Daniel R. Everingham at [dre@everkerr.com](mailto:dre@everkerr.com) or 856.546.6655 x115.**

#### ***About Everingham & Kerr, Inc.***

Everingham & Kerr is a merger and acquisition advisory firm that specializes in providing intermediary services for lower middle market companies and entrepreneurs. The firm assists clients across all industries and offers various services including mergers, acquisitions, divestitures, valuations, transaction consulting and exit planning. The firm’s client base has included public and private corporations, investor groups, individual entrepreneurs, management buyout groups and family buyout participants. Everingham & Kerr’s focus is on providing lower middle market companies with highly professional services typically available only from large investment banks servicing much larger clients. The firm provides the resources and highly experienced personnel necessary to ensure maximum results produced efficiently and confidentially.