



# Everingham & Kerr, Inc.

Merger & Acquisition Advisors focused on the Lower Middle Market

**PRESS  
RELEASE**  
*for immediate release*

**March 16, 2026**

*Everingham & Kerr, Inc. is pleased to announce that*

**Soma Labs, Inc.**  
*has been acquired by*  
**Icelandirect, Inc.**

**a portfolio company of New Heritage Capital**



*Everingham & Kerr, Inc.*

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**Press Release – March 16, 2026**

Everingham & Kerr, Inc. announced today that Soma Labs, Inc. (the “Company” or “Soma Labs”) has been acquired by Icelandirect, Inc. (“Icelandirect”), a portfolio company of New Heritage Capital (“New Heritage”). Terms of the transaction were not disclosed.

Based in Middlesex, NJ, Soma Labs specializes in private label and contract manufacturing services of vitamins and nutritional supplements. The Company manufactures a wide range of products for both domestic and international markets and specializes in the development of custom formulations and specialty products using pharmaceutical science and technology.

Based in Clifton NJ, Icelandirect is a leading importer, distributor, contract manufacturer and private label supplement company that offers premium nutraceuticals. The company offers a comprehensive portfolio of high-quality fish oil, vitamins and nutrients for both people and pets. At Icelandirect, the company’s dedication to quality, innovation, and customer success drives it to deliver next-generation health solutions that make a lasting impact. To learn more information, please visit: [www.icelandirect.com](http://www.icelandirect.com).

Based in MA, New Heritage is a private equity firm dedicated to equity investments in private, founder-owned businesses. New Heritage invests in mature businesses with proven management teams that are interested in a meaningful reinvestment. To learn more information, please visit: [www.newheritagecapital.com](http://www.newheritagecapital.com).

Everingham & Kerr initiated the transaction, acted as the exclusive financial advisor and negotiated the transaction for Soma Labs, Inc.

**For more information on this transaction, please contact Joseph A. Vanore at [jav@everkerr.com](mailto:jav@everkerr.com) or 856.546.6655 x114.**

## ***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.