

GRIDIRON CAPITAL INVESTS IN VERTICAL SUPPLY GROUP

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12 April 2022

Client work

On April 12, 2022, Gridiron Capital, LLC announced an investment in Vertical Supply Group ("VSG").

Based in Greensboro, North Carolina, VSG is a leading manufacturer, distributor, and direct e-commerce retailer of arborist tools, rescue and fall protection equipment.

Gridiron Capital is an investment firm focused on partnering with founders, entrepreneurs, and management teams, and creating value by building middle-market companies into industry-leaders in branded consumer, B2B and B2C services, and niche industrial segments in the US and Canada.

Gowling WLG advised Gridiron Capital on Canadian aspects of this transaction with a team led by David Campbell (corporate/M&A) and which also included Brianne Quesnel (corporate/M&A); Carl Hinzmann (tax); Sylvia Adriano, Kirsty Strong, Robert Jackson and Gobind Ahuja (real estate); Olivier Lamoureux and Jordan Epstein (employment); Ian Macdonald and Elad Gafni (competition); Alexandra Sadvari and Chris Hummel (environmental); Jasmine Samra (privacy); and Kevin Sartorio (IP); assisted by student-at-law Alexandra Misurka.

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