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# JANAS



## NEWSLETTER

### JANAS ENGINEERS CONSOLIDATION IN THE BUSINESS ROAD MARKINGS

June 14, 2010

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**Janas Associates** is pleased to announce the sale of the assets of Pervo Paint Company, a manufacturer of specialty traffic paints to Ennis Traffic Safety Solutions. Significant operating synergies, a broader product offering and a national store strategy is expected to generate exceptional returns for the buyer. Those benefits were reflected in the favorable consideration paid to the DeRuiter family who founded and have owned Pervo Paint since 1929. [Dick Gregerson](#) and [Craig Miller](#) headed the **Janas Associates** team for the sale. **Janas Consulting** professional, [Joe Feig](#) served as interim CFO.

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During the sale process, Pervo Paint faced a number of challenges including an extended economic downturn, fluctuating resin prices, potential state sales tax liability and internal operating issues.

**Janas Associates** supported management in developing strategies to overcome these challenges and to document to potential buyers the one-time nature of these events. **Janas Associates** and **Janas Consulting** supported Senior Management in a successful initiative to improve internal reporting and operations.

The purchaser is a leading global provider of pavement marking materials and traffic safety products with operations in North America, Europe, Asia and Australia. Bryce Anderson, Chairman of the Board and Chief Executive Officer of Ennis Paint, said: "We're very pleased to have Pervo join the Ennis family. Pervo's well earned reputation as a trusted and quality manufacturer will serve to increase Ennis' commitment to better service our customer base and our pledge to improve road safety."

**Janas Associates** continues to achieve a high level of success in the completion of transactions as a result of the maturity and in-depth experience of its professionals. Brad DeRuiter, a member of the owning family, said, "Janas was with us every step of the way. Their advice and support was invaluable. Janas served as our Trusted Advisors in achieving this important milestone for my family."

**Janas Associates** and **Janas Consulting** are firms of dedicated professionals who bring financial and managerial value to middle

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market companies, divisions of major companies, and foreign companies.

**Janas Consulting** fills a major role working with law firms as Financial Advisor to Creditor Committees in bankruptcy proceedings. The firm has demonstrated its ability to enhance recovery in liquidation.

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