

CLEVELAND – November 3, 2020

# PNC Erievue Capital Invests in Real Avid



**PNC Erievue Capital recently completed an investment in Revo Brand Group, LLC d/b/a Real Avid (“Real Avid” or the “Company”) in connection with Clearview Capital’s recapitalization of the Company in partnership with Vertikal Brands and management. PNC Erievue Capital provided subordinated debt and an equity co-investment in the transaction.**

Vertikal Brands is a holding company established by Clearview Capital to pursue the acquisition of premium brands in the outdoor industry. Vertikal Brands was created in partnership with and is managed by the former executive team of Battenfeld Technologies, a successful prior Clearview Capital and PNC Erievue platform investment. Real Avid represents the second new platform investment completed by Vertikal Brands and Clearview Capital supported by PNC Erievue over the last three months, after the acquisition of Higdon Outdoors in August.

## About Real Avid

Headquartered in Plymouth, Minnesota, Real Avid designs, develops and supplies innovative accessories for the outdoor enthusiast market. With a focus on the do-it-yourself (“DIY”) segment of the shooting accessories industry, Real Avid has built a reputation for premium, high-quality cleaning and tool accessories built with the end consumer in mind. Since its founding in 2008, the Company has experienced rapid growth resulting from a relentless focus on exploiting existing market gaps while also creating entirely new product categories. Real Avid’s consistent introduction of new, differentiated products commands significant loyalty from consumers and retail partners nationwide.

## About PNC Erievue Capital

PNC Erievue Capital is a Cleveland, Ohio-based investment firm that is currently investing out of a \$600 million commitment and managing existing subordinated debt and minority equity investments in approximately 40 platform companies. With a history dating back to 1979, PNC Erievue Capital has completed 249 platform investments, including 219 with middle market private equity sponsors.

PNC Erievue Capital seeks to invest between \$5 million and \$50 million of subordinated debt and/or equity co-investment per transaction to finance leveraged buyouts, recapitalizations, and growth opportunities in a wide range of industries.