



**Gaylord, MI, October 2017** – River City Partners (“RCP”) is pleased to announce the successful sale of Gaylord, MI-based Skate Fenders ([www.skatefenders.com](http://www.skatefenders.com)) to Indiana-based specialty plastics investment firm, SPI Products (“SPI”) ([spiproducts.com](http://spiproducts.com)).

Skate Fenders is a leading designer, manufacturer and e-commerce distributor of a proprietary sports safety product headquartered in Gaylord, MI. The equipment is widely-hailed by all status of players and is used at the NHL level. The product outpaces competitors in providing effective, durable protection without impeding the athletes in skating, maneuverability and overall performance. Skate Fenders are available at affordable prices. The business currently holds multiple patents that further differentiate this high-grade product.

SPI Products is an Indianapolis, IN-based private investment firm focused on specialty plastic companies. SPI acquires controlling interest in well-managed, historically profitable specialty plastic businesses. With an expertise in marketing, acquisitions, and financing, SPI invests to grow businesses both internally and through add-on acquisitions.

RCP advised Skate Fenders on the sale through the development of marketing materials, comprehensive marketing of the acquisition opportunity, and consulting through the negotiation, due diligence, and closing periods. Terms of the transaction were not disclosed.

“A big thank you to River City Partners! RCP located the buyer for my company, gave me the advice that I needed to complete the sale timely AND saved me a lot of money in the process! I would recommend RCP over traditional main street broker alternatives. Thanks again to Max Friar and Matthew Baas for their help!”

-Frank McClelland, Founder, Skate Fenders (Seller)

### **About River City Partners**

River City Partners is a discounted-commission mergers and acquisitions advisory firm specialized for small businesses with under \$200,000 in cash flow. RCP provides a targeted and effective marketing plan for half the commission that is typically charged by business brokers.

More information about River City Partners can be obtained at [www.smallbusinessdeal.com](http://www.smallbusinessdeal.com).