

# Clearview Capital Announces New Platform Investment in **Inventive**

**May 18, 2023**

Clearview Capital Fund IV, L.P. and its affiliates (“Fund IV”) announced today the recapitalization of Inventive, LLC and affiliates (collectively “Inventive,” or the “Company”). The transaction closed on May 5, 2023. Inventive represents Fund IV’s fourth platform investment in the outdoor industry and the sixth platform investment in the outdoor industry across all Clearview Capital funds. Inventive also represents the fourth platform investment Fund IV has made in collaboration with Vertikal Brands, a team established by Clearview Capital which includes former members of the Battenfeld Technologies management team, to pursue the acquisition of premium brands in the outdoor industry.

Founded in 2006, Inventive designs, develops and manufactures innovative, award-winning products for the towing, fishing, ATV/UTV and garage end-markets. Inventive has built a strong reputation across the various end markets it serves by providing high-quality, innovative and domestically manufactured products to its customers. Inventive has a state-of-the-art lean manufacturing operation that has enabled the Company to accelerate its product development timeline and bring new, innovative products to market quickly.

Inventive will continue to be led by Chuck Ceccarelli, the Company’s Executive Director and Founder, who retained a significant equity stake in the recapitalized business.

“We are excited to be partnering with Chuck and the rest of the Inventive team,” said Matt Blevins, Managing Partner of Clearview Capital. “Inventive’s domestic manufacturing capabilities coupled with the Vertikal Brands team’s market expertise, product development capabilities and marketing proficiency will enable the Company to continue to expand into broader markets and accelerate growth. The Company’s valuable brand portfolio and longstanding relationships with customers create a differentiated position in the market that will facilitate meaningful growth for years to come.”

“I was looking for a partner that would embrace our unique culture while providing the necessary investment and guidance to propel our team through the next stage of growth,” said Mr. Ceccarelli. “The expertise and resources the Clearview and Vertikal teams bring to the table are the perfect fit for Inventive, and I am extremely excited for the Company’s future.”

“We were immediately impressed with the manufacturing operation and engineering capabilities of the Inventive team as well as their reputation for developing innovative, high-quality products,” stated Jim Gianladis, Chief Executive Officer of Vertikal Brands. “The Vertikal Brands team’s industry experience and skillset are highly complementary with Inventive’s go-forward strategy, so we are excited to contribute to the successful foundation the Company’s team has built.”

Inventive is the twelfth platform investment in Fund IV, a \$550 million committed fund raised in 2018. Clearview’s other current holdings in the outdoor industry include Insight 2 Design, a supplier and product development partner to outdoor product brands and retailers; Revo Brands, a designer and supplier of premium-branded accessories for outdoor enthusiasts; Higdon Outdoors, a designer and supplier of premium-branded hunting and pet accessories; and Nielsen-Kellerman, a designer and manufacturer of premium environmental and athletic performance measurement instruments.

May 2023

**inventive-group**

Mountain Home, ID

has been recapitalized by



in collaboration with

