



**Issue date: 24 August 2007**

**SHOOTING TO SUCCESS  
NVM PRIVATE EQUITY BACKS £7.5 MBO OF PROMATIC GROUP**

NVM Private Equity Limited (NVM) has invested £3.35 million in the management buy-out of Cheshire-based clay pigeon trap business, Promatic Group. The company designs and fabricates their own branded clay pigeon launchers, supplying both the sporting and leisure markets in the UK and internationally with over 60 models. Promatic has emerged as a market leading brand with a strong reputation for innovation and product quality.

From its beginnings in the UK, Promatic now exports 75% of production to over 65 countries. The company is seeing increasing demand for its products in its core market of the UK and the US. Sales from other international markets are also rising as the popularity of clay pigeon shooting increases around the world. Currently over 20 million people are involved in shooting sports in the USA - ranking ahead of golf as a leisure pursuit. As traditional hunting pursuits become increasingly expensive and regulated the market for lower cost shooting activities is growing substantially around the world and Promatic is unique in offering the Huntsman Game Simulator. Promatic's traps are also used by the military for training purposes.

NVM has backed Managing Director, Julian Coy, in leading the MBO process. The private equity investors recognise the growing appeal and potential of the clay pigeon shooting industry, plus the breadth of experience that Promatic has generated in this sector over the last 21 years. Founder Brian Jardine has been appointed as Chairman and will continue to work with the business and support the next phase of the group's growth.

**Richard Gibson who managed the deal for NVM Private Equity commented:**

“Promatic is one of the worlds leading brands in the clay pigeon trap market. This is underpinned by a reputation for quality, breadth of product range and innovation. With its current UK and US market positions, strong brand and product offering, Promatic presented an excellent investment opportunity. We are delighted to be backing Julian and Brian as they continue to develop and grow the business”

**Julian Coy, Managing Director, Promatic Group added:** “This management buy out will enable us to maintain our record of innovation and maximise the current growth by leveraging our brand in the sector in both our existing markets and in new ones. The business has seen substantial growth over the last five years and the sport continues to expand around the globe. In the last month we have added China and Iran to our customer base.”

Advisors to the deal included BDO Stoy Hayward and Cobbetts and legal advice from Eversheds. Banking was led by Yorkshire Bank.

**Gordon Lane, Corporate Finance Partner at BDO Stoy Hayward, said:** "Promatic is a highly profitable business and has grown rapidly over the last few years, since establishing a US subsidiary. This MBO will give the business a fantastic opportunity to enjoy further significant growth potential in the US, Russia and China."

**Roddy Kilpatrick, Director of Specialist & Acquisition Finance at Yorkshire Bank,** which supplied more than £3m of acquisition finance and working capital funding, added: “This is a great deal for Yorkshire Bank and we are delighted to support a high quality local business. The flexible funding package supplied will assist Promatic in achieving its UK and US growth aspirations”

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**For further information please contact:**

**Lansons Communications**

- Karen Mignon - 020 7294 3685 [karenm@lansons.com](mailto:karenm@lansons.com)
- Caroline Macleod-Smith – 0207 566 9702 [carolinems@lansons.com](mailto:carolinems@lansons.com)

**NVM**

- Liberty Bollen - 0118 951 7000 [liberty.bollen@nvm.co.uk](mailto:liberty.bollen@nvm.co.uk)

**NOTES TO EDITORS**

**NVM Private Equity Limited (NVM)**

NVM is independently owned with over 20 years' experience of investing in UK businesses. Our managers live and work on the ground in regional business communities across the UK. NVM manages over £180m of funds and is a generalist investor specialising in making equity investments in UK unquoted companies. We consider opportunities requiring between £1m and £10m

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