

Petsky Prunier Advises Zorch International on its Sale to Satori Capital

March 6, 2018 (New York, NY) – Petsky Prunier is pleased to announce it has advised Zorch International, Inc., an innovative, technology-enabled designer and distributor of branded merchandise and promotional products, on its majority stake sale to Satori Capital.



"We chose Petsky Prunier for the firm's extensive experience in the eCommerce, consumer, and promotional sectors, and their work in this process was exceptional. We are very glad to have chosen Petsky Prunier and look forward to working with them again."

**Mike Wolfe, Chief Executive Officer,
Zorch International**

Chicago-based Zorch is a branded merchandise distributor that uses technology to leverage the capabilities of its supply chain in order to streamline the distribution process. Founded in 2002 on the idea of simplicity through transparency, Zorch saw an opportunity to reinvent the roles a distributor plays by helping large organizations gain ease of process, savings, and brand protection. With a supply chain model like no other, the company has been recognized by Fortune 500 organizations and industry-leading suppliers and embraced by top marketing agencies. Zorch's differentiated approach to servicing corporate programs has gained widespread acceptance in the marketplace and has yielded more than 30 percent revenue growth during the last two years.

Zorch uses a powerful technology application and a streamlined service model, significantly reducing the need for bulk inventory and densely staffed fulfillment teams. Zorch's model also includes high quality, dedicated e-stores for each customer that allow companies to communicate directly with suppliers and create a single source for logos and artwork, dramatically reducing order errors. The e-stores also integrate with customers' procurement systems and freight carrier accounts, reducing order and shipping costs.



Zorch, which provides an engaging culture for its employees, has been named to the Advertising Specialty Institute's "Best Places to Work" honor roll, and was named a Top 40 distributor during 2017. The company also requires its suppliers to meet a stringent set of criteria that include fair labor practices.

Satori Capital is a Texas-based, multi-strategy investment firm founded upon the principles of conscious capitalism. Satori's private equity business partners with leadership teams of companies with \$5 million to \$25 million of EBITDA that operate with a long-term perspective, commit to their mission or purpose, and create value for all stakeholders.

Petsky Prunier, with a team led by Norm Colbert, Michael Petsky, and Marc Flor, served as exclusive financial advisor to Zorch.

About Petsky Prunier LLC

Petsky Prunier is one of the leading investment banks to the technology, media, marketing, information, eCommerce, and healthcare industries. Our firm's merger and acquisition and private placement advisory services reflect a unique blend of product specialization and industry expertise. Together with strategic consulting firm Winterberry Group, a Petsky Prunier company, our organization represents one of the largest industry-specific advisors providing strategic and transactional services. We offer global reach supplemented through our partnerships in China and India. Securities transactions are processed through Petsky Prunier Securities LLC, a member of FINRA, and an affiliated entity.

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