

## Petsky Prunier Advises Invodo on its Sale to Industrial Color Studios

**March 19, 2018 (New York, NY)** – Petsky Prunier is pleased to announce it has advised Invodo, Inc., the industry-leading video content production company specializing in high-quality, scalable video for brands and retailers, on its sale to Industrial Color Studios, a diversified digital commerce company offering end-to-end solutions for digital marketers and a portfolio company of Frontenac Company. Invodo was previously a portfolio company of S3 Ventures.

MARCH 2018

**INVODO**

a portfolio company of

**S3 Ventures**

has been sold to

**INDUSTRIAL COLOR STUDIOS**

a portfolio company of

**Frontenac**

**PetskyPrunier**  
INVESTMENT BANKERS

*“The team at Petsky Prunier was instrumental in positioning our business during a transformational period for Invodo and, ultimately, guiding us down the path of selecting a strategic partner. Their command of our business model, extensive relationships with the prospective buyer universe, and determination to seek an outcome that accomplished both shareholder and strategic objectives led to a transaction that we are excited about.”*

**Eric Engineer, CEO, Invodo**

The pioneer in eCommerce video, Invodo has a decade of experience shooting tens of thousands of product-centric videos for use across the digital marketing mix. The company leverages proprietary processes, tools, and facilities to provide a range of creative production solutions for leading retailers and brands. Invodo’s video services include creative concepting, scripting, logistics, full-service production, post, CGI, and content management. Headquartered in Austin, Invodo also operates a 36,000 square-foot production and warehouse facility outside Dallas designed specifically for the logistical challenges associated with producing video on a large scale.

Invodo is not only an industry pioneer, but an industry thought-leader as well. With its roots as an eCommerce video technology vendor, Invodo has published numerous studies, benchmarks, and whitepapers on the importance of video to the shopper experience. Based on its findings, Invodo evolved into a product video content creation specialist, helping clients identify the most effective solutions across the marketing mix – from eCommerce catalogs to product launches, promotions, and content marketing – each designed to generate high-quality content optimized for the latest media platforms.



Industrial Color Studios and its group of content production companies – which include Click 3X, Smashbox Studios, and globaledit™ – is an industry-leading visual content production company with integrated offerings designed to support marketers, brands, agencies, and the wider production industry with resources for today’s digital commerce marketplace. Invodo brings additional firepower in video to Industrial Color Studios, bolstering its growth in the field of eCommerce photography and image capture.

Petsky Prunier, with a team led by John Prunier, Dylan Kearns, and Edin Trto, served as exclusive financial advisor to Invodo.

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### **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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