

## Brooks, Houghton Serves as Financial Advisor to Goods iQ on the Acquisition of Leading Developer and Distributor of Office and Academic Products



**goods iQ**  
an AMAX company  
BOSTITCH STANLEY BLACK+DECKER paperpro

has acquired

**It's Academic**  
FLEXI RULER LockerMate Written Word  
Pillow Grips Ultimate vivienne grace

Buy-side Advisor

December 2019

Φ **BROOKS, HOUGHTON & COMPANY, INC.**

### Transaction Announcement

Brooks, Houghton & Company, Inc. (“BHC”) is pleased to announce that it advised **Goods iQ**, a global leader in the development, manufacturing and distribution of office, academic and industrial goods, on the acquisition of **It’s Academic, Inc.**, a recognized leader in the office and educational product markets.

This milestone transaction extends the breadth and scale of the Goods iQ office products division, adding over 130 new products to its established portfolio of brands, including Bostitch®, PaperPro®, Stanley® and BLACK+DECKER®, while increasing the diversity of the business.

[Click Here for the Press Release and More Information](#)

### About It’s Academic, Inc.

Founded in 1995 by a suburban Chicago family, It’s Academic is a developer and distributor of office and academic products. The company’s expansive portfolio of consumer brands includes It’s Academic, Lockermate, Flexi Ruler, Flexi Storage, Written Word, Pillow Grips, Re:Writes, Retrax, Mighty Turtle, Ultimate, and Vivienne Grace, among others. For more information, please visit [Its-Academic.com](http://Its-Academic.com).

### About Goods iQ

Goods iQ (an Amax Incorporated company) is a global leader in the development, manufacturing and distribution of office, academic, industrial and consumer goods. With operations in the United States, Europe, Latin America, Africa and Asia, the company serves the needs of retailers, distributors and OEM clients worldwide. The Goods iQ portfolio of brands includes Bostitch® office products, PaperPro® office products, Stanley® tools and scissors, BLACK+DECKER® PureOptics™ LED lighting, and much more. For more information, please visit [GoodsiQ.com](http://GoodsiQ.com).

### About Brooks, Houghton & Company, Inc.

Founded in 1989, Brooks, Houghton & Company, Inc. (“BHC”) is a leading New York-based merchant bank. BHC provides investment banking services and direct investments to middle market and emerging growth companies. The firm is highly experienced in mergers and acquisitions, debt and equity capital raising, and corporate finance matters, as well as principal investing through various mezzanine debt funds managed by its senior personnel. The firm’s broker/dealer, Brooks Houghton Securities, Inc., is a member of FINRA and SIPC.

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