

Pedrollo – Expanding their reach to the US market

Pedrollo acquires majority of US pump business creating significant growth opportunities along with synergies in every operational area



Buy side M&A advisory

Basic info



Deal takeaways:

- Fulfilled Pedrollo US ambition of over 20 years unmet by other advisors
- Gained US skills with US family CEO becoming Pedrollo equity partner in merger structure put forward by Translink
- Pedrollo already exporting over 90% of its sales takes the US from under 1% to some 18% of sales

Transaction announcements

2020-12-14 –Pedrollo acquires majority control of Michel Sales

Pedrollo is a family-owned, Italian-based pump manufacturer serving industrial and consumer markets in more than 160 countries worldwide. The Pedrollo multi-generational family business has prioritized the creation of sustainable water, energy, and technology solutions for its customers. In recent years, Pedrollo has been particularly acquisitive, with the prioritization of capturing both revenue and operational based synergies from numerous value-add acquisition targets. This transaction is their first acquisition in North America.

Superior Pump (trading name for Michel Sales) is a producer and distributor of premium pumps designed for commercial and residential use. This multi-generational family business leverages strong and long-tenured manufacturing capabilities to deliver top-tier products for its wide array of North American-based customers. Coming from its long-standing history of family and entrepreneurial values, Superior Pump shares a similar vision and culture with its Italian-based counterpart, making it an optimal acquisition target for Pedrollo.

Pedrollo's strategic ambition is to capture market share in North America and it sought out partnership with Superior Pump. Throughout an extensive search process, Pedrollo was intrigued by Superior Pump's strong geographic footprint and excellent supplier relations. Through ensuing conversations with Superior Pump, it was clear that there are many complementary business aspects between these two companies.

For 2021, the consolidated revenues of the Group, with Superior Pump, are expected to exceed 300 million euros – an increase of some 45% compared to 2019.

Deal summary

- Translink in Italy and the United States acted as the exclusive M&A advisor to the Pedrollo Group on its acquisition of Superior Pump. The fact that Superior Pump, one of more than 100 potential targets identified, was also a family-run business with similar values, was an appreciated added bonus for Pedrollo. This transaction demonstrates Translink's significant capabilities to originate and execute mid-market deals in the United States

“This transaction will allow us to seize significant growth opportunities in the North American market and, at the same time, create synergies in every operational area. I was impressed by the ability of Translink to originate this opportunity for us so close to the profile we were seeking in such a competitive market. This was our first acquisition outside of Italy. Nevertheless, Translink was able to make this complex and new experience, both in terms of norms and culture, seem familiar and manageable for us. I highly recommend Translink for companies wishing to expand abroad and especially for those interested in the United States.”

– Giulio Pedrollo, Ceo at Pedrollo Pumps