

Evcj.com - Purelime pressrelease Nov. 2004

**PureLime**

Business type: **Active sportswear manufacturer**

Deal type: **LBO**

Debt leader: **n/k**

Debt leader (indiv): **n/k**

Other advisers: **n/k**

Newly-formed private investor The Kendal Group invested an undisclosed amount in an acquisition of PureLime, the Danish active sportswear manufacturer. The takeover of PureLime is part of the Kendal Group's strategy of building a group of sportswear-related brands. Daniel Gestetner, director and founder of The Kendal Group envisages a limited number of acquisitions in the next two to three years making The Kendal Group a considerable player in the sports and leisure market. PureLime was started in 1995 as an underground clothing company and has grown into producing aerobics, fitness and fashion sportswear designed primarily for women. Products range from underwear to overcoats and are made for both indoor and outdoor usage. Currently, products are sold in England, US and Scandinavia. The Kendal Group plans to expand distribution throughout the United Kingdom and into Australia, where the Kendal Group's first sportswear acquisition Zoggs, is a leading brand, before rolling out products worldwide.

**The Kendal Group**

Equity leader (indiv): **Daniel Gestetner, partner (The Kendal Group)**

Equity amount: **undisclosed**

Total deal value: **undisclosed**

Equity Advisers: **n/k**