

# The experts on minimizing risk and maximizing value.

**When this manufacturer's sales fell, we gave them a lift.**

A Cincinnati-area bearings manufacturer purchased new equipment and leased a number of CNC machines in anticipation of growth. Subsequent sales were disappointing, and they needed to liquidate their excess equipment.

They came to PPL and we:

- Managed the proceeds over the six-month sale process, to ensure the company was able to pay off all loans and leases
- Created a robust online and on-location plan to attract the largest number of buyers and generate pre-auction sales
- Developed a multi-stage marketing strategy, including advanced digital advertising tactics

As a result, we were able to help put them back on solid ground.

## **Auction Numbers:**

- 175 total auction attendees
- 235 lots sold  
Equipment included: CNC machine tools, foundry equipment, die casting equipment, general plant equipment and more
- 40% of sales from online bidders; 60% onsite

**"Your organization does great work. Thank you for the flawless execution of our highly successful equipment auction."**

**Joe S., CFO**

PPL Group is a private equity firm that builds unique solutions for financially distressed companies with commercial and industrial assets, or companies with surplus equipment. We typically do this via an auction, financing or direct investment. Our expertise gives us an edge in maximizing value, while providing responsive and dedicated service to our clients. Our solutions typically involve:



**auctions:** We buy and sell commercial and industrial equipment from individual owners to Fortune 500 companies



**financing:** Quick and creative financing solutions based on asset value for small and middle-market companies in need of liquidity



**private equity:** Equity investments in distressed, small and middle-market manufacturing companies



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Learn how we help customers maximize asset recovery while minimizing the time to sale. Call us at **224.927.5310**.