



**STRAIGHT BAT**  
PRIVATE EQUITY

## **Fleetmark Group Pty Ltd and Straight Bat Private Equity Forge Partnership**

*The partnership with leading branding and signage solutions business Fleetmark is Straight Bat's ninth portfolio investment*

Fleetmark, a specialist branding and signage solutions business for Australian fleet commercial and digital markets, has entered into a partnership with Straight Bat Private Equity to capitalise on its solid platform for growth, and better serve its customer base.

Fleetmark has been providing innovative branding and signage solutions in fleet graphics and PVC fabrication, wide format digital print and digital displays for more than 30 years.

Fleetmark's nationally scaled facilities across Victoria, NSW and QLD allow for a unique proposition where fleet signage is designed, manufactured and installed on site by Fleetmark's design team, sign writers and installers.

Generating more than \$40m annually, Fleetmark's success is underpinned by a blue-chip customer base made of the largest transport and quick service retail companies in Australia. Recent branding projects have included the Team Global transport signage, KFC digital signage and many other well-known and highly visible logistics businesses. Part of the businesses' enduring success has been due to its ability to source and implement state-of-the-art printing technologies.

'We are delighted that a business with such an outstanding track record and legacy has chosen to partner with us,' said Steve Gledden, Managing Partner, Straight Bat Private Equity. 'Fleetmark has a great reputation for trusted service and quality results which has endured for over 30 years.'

'We are pleased that founder Dean Coates and General Manager Stuart Farrow will continue working alongside the Straight Bat team as shareholders and operators,' he said.

Straight Bat Private Equity focuses on acquiring or partnering with strong businesses with great management teams to provide investors an income-oriented fund with steady capital growth. The main focus of the fund is to source businesses in 'everyday' Australian industries where the teams can partner together to unlock growth and potential.

Fleetmark is the ninth portfolio addition to the Straight Bat Perpetual Legacy Fund portfolio, which comprises investments in varied industries such as building and construction, rubber, food manufacturing, marketing services, smoke alarms and more.