

International Vitamin Corporation – Advisory Case Study



International Vitamin Corporation

International Vitamin Corporation (“IVC”) is an industry-leading supplier of vitamins and nutritional/dietary supplement products. The firm serves retailers and contract customers internationally through manufacturing, packaging, and distribution services. IVC’s capabilities encompass softgel, tablet, and powder manufacturing, packaging, and distribution. IVC also owns a handful of brands, including Stresstabs®, Posture-D®, IRONMAN®, Spongebob Squarepants™ Gummies, Teenage Mutant Ninja Turtles™ Gummies, Cran-Max®, Protegra®, Soy Care®, ALLBEE®, and Z-BEC®. The company was founded in 1971 and is based in Irvine, California.

Acella Pharmaceuticals

Acella Pharmaceuticals (“Acella”) is a specialty pharmaceutical company with a portfolio of non-branded pharmaceuticals and other products. The company has products across various therapeutic areas, including cough & cold, dermatology, injectables, endocrinology, nutritional supplementation, pain relief, and women’s health. Acella was founded in 2007 and is currently based in Alpharetta, Georgia.



HOW BOURNE ADDS VALUE

Bourne Partners provides strategic and financial advisory services to clients throughout the business evolution life cycle. We play an active role in helping businesses grow and maximize outcomes by creating long-term, profitable relationships that extend beyond single transactions. It is our focus on relationships and results that has yielded us an impeccable track record of client satisfaction.

OBJECTIVE

IVC made a strategic decision to consolidate manufacturing operations and eliminate its redundant NJ facility. Upon internal review, IVC decided not to retain and transfer its small generic Rx portfolio which was manufactured in this facility. IVC engaged Bourne Partners to explore alternatives for these non-core assets. Upon initial review, Bourne Partners confirmed there was value in its Rx portfolio and a large number of generic pharma companies would be interested in acquiring these assets.

PROCESS

Bourne Partners utilized its long standing relationships and knowledge of the generic pharmaceutical industry to lead and provide counsel to IVC through its asset sale process. Bourne Partners approached the appropriate buyer universe and kept the process efficient and competitive.

RESULT

On May 20, 2020, Acella Pharmaceuticals agreed to acquire the basket of products including bridging supply and other related assets. Bourne was able to keep the process on track even through the COVID-19 pandemic. Equally important, the transaction met the critical facility closing timeline, allowing IVC to achieve its manufacturing consolidation objectives.

“Bourne Partners has been an incredible value-added partner and brought both a unique financial and operational perspective to the process given their operating, advising, and investing experience within the pharma and healthcare industry. Bourne Partners' insight and industry expertise were invaluable to our project, running a streamlined and competitive process and delivering a result that we were very pleased with. We look forward to working with Bourne Partners again in the future and highly recommend them as an advisor to anyone exploring strategic alternatives in the space.”

- Michael Kane, Chief Operating Officer, International Vitamin Corporation