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**Third Coast Capital Advisors Represents  
Gold Eagle Co. in its Acquisition of  
TriNova**



**Third Coast Capital Advisors** served as exclusive financial advisor to Gold Eagle Co. in its acquisition of consumer products company TriNova. Our Strategic Acquisition Search services included identifying the target and making contact with its owner, as well as providing assistance on valuation, transaction structure and the negotiation and closing of the transaction.

**TriNova** is a branded consumer products company that develops and sells products that clean, protect and maintain consumers' prized possessions in the automotive, boating, leather and home categories. TriNova primarily sells its products through eCommerce retailers such as Amazon, Jet.com and GoTriNova.com.

**Gold Eagle® Co.** is a Chicago-based, manufacturer and distributor of products in the fluid, additives, cleaners and protectants aftermarket. Gold Eagle's family of products span the globe in more than 45 countries, on five continents, and domestically in retail stores nationwide and online. Its product lineup includes some of the most recognizable names in aftermarket including STA-BIL® Fuel Stabilizer, 303 Products, HEET®, 104+® Octane Boost, Start Your Engines!®, NO LEAK®, DieselPower!®, AlumAseal® and many more.