



MILWAUKEE (June 11, 2021) – Mason Wells announced today that it has closed on the acquisition of KDV Labels, LLC and its sister company, I-Graphics, LLC. (collectively “KDV” or the “Company”). The Company will be owned by Mason Wells, members of the Vaughn family and current management, and other co-investors.

Founded in 1974 by Karen and Dick Vaughn, KDV is a label converter for a diverse set of consumer end markets including beverage, food, household cleaning, and personal care. KDV’s primary business is the converting of various substrates (primarily film and paper) into pressure-sensitive adhesive labels, digital labels, unsupported film labels, and other specialty labels for a variety of consumer applications. The Company performs printing, laminating, slitting, inspection, and other converting operations utilizing a modern equipment set including flexographic and digital presses. KDV puts a strong emphasis on operational efficiency to deliver quality label products within best-in-class lead times. KDV operates two manufacturing locations: the headquarters is located in Waukesha, Wisconsin (KDV), and its sister company (I-Graphics, LLC) is located in Loveland, Colorado.

KDV will continue to operate as the Company operates today; the Company’s management team will remain in place and will continue to be led by CEO and President Shane Vaughn, who is the second generation President of the Company. KDV will continue its people-first focus with customers, employees, and vendors while maintaining a legacy of providing first-class service and quality products. Over the next few years, KDV anticipates growing in its existing label markets both organically and through acquisitions to expand into additional label capabilities requested by many of the Company’s existing customers.

Since 1998, Mason Wells has invested in numerous Midwest-based companies in the packaging materials and converting sector supporting family ownership transitions.

“We are excited about the opportunity to partner with Mason Wells and continue the Company’s growth while expanding our capabilities,” said Shane Vaughn, President & CEO of KDV. “With Mason Wells’ strong financial resources and board support, we plan to strategically expand our current press capacity and label capabilities. The entire KDV management team will remain intact with the exception of my parents who will be retiring as we continue to focus on KDV’s mission of providing world-class label quality, service, and sustainable solutions that help reduce our customers’ total applied cost.”

“KDV is an excellent company that has received some of the highest customer approval ratings we have ever seen,” said Jay Radtke, Senior Managing Director at Mason Wells. “KDV’s management, employees, and suppliers are all key factors that have allowed the company to consistently meet or exceed customer expectations and will continue to do so going forward. We believe that KDV is well-positioned to become one of the leading consumer-focused label businesses in the United States.”

Taureau Group, LLC (Investment Bank) represented KDV and Quarles & Brady (Law Firm) represented Mason Wells in the transaction.

About KDV



Founded by Dick and Karen Vaughn, KDV is a label converter for a diverse set of consumer end markets including beverage, food, household cleaning, and personal care. With its headquarters facility located in Waukesha, WI and a second facility located in Loveland, CO, KDV has been focused on delivering superior quality and customer service to its national consumer packaged goods customers for nearly 50 years. For more information, please visit the KDV Label website at www.kdvlabel.com.

About Mason Wells

Mason Wells is a leading Midwest-based private equity firm with approximately \$1.5 billion in assets under management across its current private equity funds. Mason Wells is currently investing out of Mason Wells Buyout Fund IV, a \$615 million fund. Since Mason Wells was formed in 1998, its buyout funds have invested in four specific industry sectors: Consumer Packaged Goods, Outsourced Business Services, Engineered Products & Services, and Packaging Materials & Converting. For more information related to Mason Wells, please visit the firm's website at www.masonwells.com.