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Merino Private Equity

Merino Private Equity acquires Tobar Group from Primary Capital

Merino Private Equity has announced its acquisition of the Tobar Group from Primary Capital. Funding to support the deal has been provided by our Asset Based Lending team.

About the Tobar Group

The Tobar Group is a toy and gift retailer and wholesaler, established in 1973 and headquartered in Norwich. Tobar's retail operation comprises of Hawkin's Bazaar stores and website, and the seasonal website Stocking Fillers. Hawkin's Bazaar currently has 30 permanent stores located throughout the UK, and opened an additional 11 temporary stores this past Christmas.

Tobar's wholesale operation supplies a range of customers from national retailers and supermarkets to independent stores and museums, with high quality and innovative toys and gifts for all ages. Tobar distributes its toys worldwide, and has recently established an office in France to support sales in Europe.

How did we help?

The Asset Based Lending facility has helped fund the private equity backed acquisition. The facility works by accessing cash held within the firm's debtor book and inventory assets, thereby giving access to working capital to support this transaction. It will also support future growth plans with the expansion of new product lines and exporting activity.

Clearwater International advised the shareholders of the Tobar Group on the sale.

David Mordecai Chief Executive at Tobar Group commented: “We are thrilled to be partnering with Merino Private Equity for our next stage of growth. We have worked hard in recent years to grow the business, and we have high aspirations for the future. This is an exciting time for all of us at Tobar, and we look forward to taking full advantage of the opportunity.”

Mark Colley, Managing Director, Merino Private Equity said: “We are delighted to announce our acquisition of Tobar. We are excited to be supporting David, Glyn and the rest of the management team in achieving their ambition to realise the next stage of growth for the business. The funding support from the Asset Based Lending team has played a key part in the transaction and we have been impressed with the team's support.”

Oliver Sutton, Business Development Director, Asset Based Lending said: “Merino recognised the strength of the Tobar Group as a leading UK based retailer and wholesaler of toys and we are delighted to help them with this acquisition. The Asset Based Lending facility will work well to support their expansion because it is linked to assets which means funding can be increased as the business grows.”



Sector: Retail and wholesale
Service: Toys and gifts

- Toy and gift retailer is purchased by Merino Private Equity
- Funding to support the deal is provided by our Asset Based Lending team

To find out more



Please email
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Call **0800 716 313**
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Lines open Monday - Friday, 9am - 5pm
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