



# Bradshaw Home

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## Background

Based in Rancho Cucamonga, California, Bradshaw International, Inc. (“Bradshaw Home”) is a leading designer, marketer, distributor and category manager of everyday houseware products, selling across four product categories: Kitchen Tools & Gadgets, Metal Bakeware, Cookware and Home Cleaning Products. The company’s products are sold to supermarkets, mass merchants, specialty retailers, value retailers and other retailers under owned brands (Good Cook, Touch, Sweet Creations and Evercare), licensed brands (Mr. Clean, Clorox, Bialetti, T-Fal, Dawn, Gain, Betty Crocker, Black & Decker and Emeril) and private label brands.

## Active Ownership

Since acquisition, ONCAP has worked closely with the company on the following initiatives:

- Completed a successful leadership transition;
- Strengthened supply chain;
- Expanding e-commerce capabilities; and
- Actively sourcing and evaluating add-on acquisition targets.



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### Industry

Consumer Products & Services

### Investment Date

December 2012—Present

### Status

Active