



Document Destruction Industry Report

March 2008

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Private Equity

JUST RELEASED!!!

NAID Conference

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Hello,

By now, your phones should be ringing off the hook with customers that caught "spring cleaning fever", throwing purges of all shapes and sizes at you.

If not, now is the time to go through last years purge invoices, hit the phones, and get your share.

Be sure to stop by and say hello at NAID Anaheim...

Wishing you all much success,

Jim McGuire
President
817-421-5940

[Click here to send me an email](#)



Is This Industry Ripe For Private Equity?



The document destruction industry has most, if not all of the fundamentals that private equity groups seek - excellent growth opportunities, recurring revenue streams, attractive earnings, and solid management. So why haven't private equity groups, with their bulging war chests full of cash, made a sizeable play in our industry?

Because of a lack of a sizeable company to acquire as an entrypoint. Over 90% of the privately-held document destruction companies in the U.S. operate with revenues under \$1 million. Without a strong entry point, known as a platform company, private equity groups have a difficult time justifying the commitment of capital and resources on a such a small scale. Unless...

...the private equity group is made up of industry veterans whose specific plan is to invest in this industry on a small scale, to build (yet again) a regional company. Dozens of former shredding industry pioneers who sold their company in the past are about to break free of their no-compete obligations. Some are so tired of golf, duck hunting, and getting sunburned. All are tired of watching their traditional investment accounts going in the wrong direction. They are counting the days until they can return - this time with the capital to do it right.

My prediction is that small-scale private equity is coming, by way of the men and women that pioneered this industry. Forming a private equity group is relatively simple. Watching your investment decisions outperform the major indices - priceless...

AVAILABLE NOW!

2007 Document Destruction Industry Benchmark Report

To get from good to great, you need to know how you rate...

Did you know:

The average privately held document destruction business in the U.S. generates \$640,000 in sales, processed 961 tons of paper in 2007, and has 2.3 trucks. The statistics don't stop here...

This 27 page report analyzes key operating data compiled from over 180 privately held document destruction companies. A must-have for anyone involved in the industry, this report de-mystifies the financial characteristics and operational performance of the U.S. document destruction industry. This report includes:

- Analysis of 23 key business metrics including revenue, margin, containers deployed, paper tonnage, fleet size, marketing spend, and customer makeup.
- Five separate analysis - Businesses with revenues over \$1 million, \$601K to \$1 million, \$301K to \$600K, under \$300K, and businesses operating with margins above 30%.
- A copy of our comprehensive survey results originally provided to participants in our study. These results include easy to read graphs and charts on data collected on company history, financial performance, operations, sales and marketing, people, customer satisfaction, and the future of the industry.

By purchasing this report you will finally be able to compare the performance of your business against similarly sized businesses in your industry. Knowing how you compare is the first step towards increasing the value of your business.

This report is available for download in .PDF format for \$275.00 on our website at:

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NAID 2008 Conference - Anaheim, CA



We are excited to be a new vendor member of the National Association for Information Destruction and will be attending the April Conference. If you would like to meet with us to discuss strategic alternatives for your company, such as a business sale, infusion of capital, or other options, please call us early to arrange for a private meeting.

Shotgun Capital Advisors, LLC provides merger and acquisition advisory services to businesses in the document destruction industry.

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