



The affiliates of Hellman & Friedman LLC (H&F) enter a definitive agreement to acquire AV manufacturer and distributor SnapAV from owner General Atlantic for an unannounced sum.

SnapAV sells glue products, security, networking and automation products to residential and commercial AV installers. It wholesales approximately 2700 SKUs across 14 brands, and serves installers across the US with an eCommerce model.

"Our broad, high-quality product lineup and ability to anticipate and support our dealers' needs has been critical to our success. We know what dealers want and how to make their job easier, and our logistics system ensures they get what they need fast and at the right price," SnapAV says. "Responding to our customers, we have expanded into the networking, surveillance and remote cloud management categories, and created a one-stop solution for technology integrators. We thank General Atlantic for their contributions to SnapAV's growth and development over the past four years and welcome Hellman & Friedman as our new partner. Hellman & Friedman's industry expertise and outstanding track record of helping companies like us grow will serve us well as we continue to execute on our strategy of providing great products and exceptional service to our dealer customers."

"SnapAV's innovative eCommerce platform, compelling products and excellent service deliver tremendous value to the integrator community," H&F adds. "With its network of loyal dealers and an outstanding base of employees, SnapAV is very well positioned to continue on its growth trajectory."

General Atlantic Sells SnapAV

Written by Marco Attard
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The transaction is set to close in Q3 2017.

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