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Insight Equity adds value with investments

By Leslie Wimmer

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Founded in 2002, Insight Equity in Southlake aims to make control investments in middle-market and asset-intensive underperforming companies across North America.

Insight Equity focuses its investments in industries such as manufacturing, automotive and transportation, aerospace and defense, technology, service, professional, distribution and industrial and consumer goods.

The company's investment focus includes companies headquartered in North America with \$50 million to \$1 billion in revenue and a sustainable competitive advantage in industries related to the company's business.

Insight's founder, CEO and Managing Partner Ted Beneski has lived in the Dallas-Fort Worth area for almost 20 years.

Beneski hopes to lead Insight Equity into the future with an eye toward investments in strategically viable, underperforming companies, he said.

"We are an active investor in middle-market, strategically viable, asset-intensive, underperforming companies, and will continue to seek opportunities to make those types of investments. That has been our strategy and will continue to be our strategy for the long term," Beneski said.

Before founding Insight Equity, Beneski was co-founder and managing director of the management consulting service firm Bain & Co.'s Dallas office. After leaving

Bain & Co., Beneski was co-founder and senior vice president of the Washington D.C.-based Carlyle Management Group.

Insight currently has 10 investments, including Alabama-based AEC Holdings, an independent wholesale distributor company focused on ethanol and petroleum-based products and fuel distribution.

In August of 2007, Insight Equity invested in Atwood Mobile Products, an Indiana-based gas appliance, window, door, electronics and hardware supplier. Atwood supplies goods to the Recreational Vehicle industry.

Other companies include The Walker Group, a stainless-steel equipment manufacturing company for the dairy, pharmaceutical and ethanol industries; Garsite, a manufacturer of specialized aviation refueling trucks and hydrant cars; Sportexe, a design, distribution, marketing and installation company focused on synthetic turf systems for both aviation applications and athletic fields; and Brenner Tank, a manufacturer of stainless steel and aluminum tank trailers for transportation.

Also, Insight has investments in Hirschfeld, a steel fabrication company involved in bridges, stadiums, transit structures and other industrial structures; Grand Junction Steel, a steel fabrication company; Vision Ease, an optical lens supply company; and Direct Fuels, a Texas-based regional fuel distributor that focuses on the Dallas-Fort Worth Metroplex.

Top100



Ted Beneski is CEO and managing partner of Insight Equity.

PHOTO BY GLEN E. ELLMAN



Insight Equity

Background: Insight Equity is a private equity consolidated holdings company.

Rank on list: 2

Top Executive: Ted Beneski

Revenues: \$2,100,000,000

Quotable: "We are an active investor in middle-market, strategically viable, asset-intensive, underperforming companies, and will continue to seek opportunities to make those types of investments. That has been our strategy and will continue to be our strategy for the long term."

— Ted Beneski