



Outdoor Living Supply Acquires Willow Creek Landscape Supply

Offering a Better Way to Grow.

Rochester, MN – April 2, 2024 – Outdoor Living Supply (“OLS”), a distribution platform with a focus on outdoor living products and solutions, announced today that it has acquired Willow Creek Landscape Supply (Willow Creek), a full-service distributor of natural and manufactured stone, hardscapes, nursery and other landscape products. This acquisition expands OLS’ footprint in the Georgia market.

Located in Rome, GA, Willow Creek Landscape Supply was founded in 2005 by co-owners Russ and Shala Head. Russ and Shala will continue with OLS during the transition of ownership, ensuring continuity for customers, suppliers, and employees.

“We are honored to welcome Willow Creek to the OLS family of companies,” said Brian Price, CEO of Outdoor Living Supply. “Russ and Shala have built an amazing team and a customer-centric culture that aligns with OLS’ values and mission. Willow Creek’s location and nursery offering make it a great addition to our existing Georgia network. I look forward to seeing what our combined teams will accomplish together.”

Russ Head, owner of Willow Creek, added, “I am very proud of the business we have built over these past 19 years. Deciding to partner with OLS at this time was the logical next step. OLS shares our commitment to delivering exceptional service and products, and this partnership provides a runway to take this business, along with our employees and customers, to the next level. We are excited for Willow Creek and OLS to kick off this next phase of growth.”

Faegre Drinker Biddle & Reath LLP served as legal advisor to OLS.

About Outdoor Living Supply

Outdoor Living Supply is a distribution platform for outdoor living products with a specific, differentiated focus on hardscapes. OLS seeks to partner with family- and founder-led companies with shared values and local heritage. By leveraging deep industry relationships, OLS supports its companies’ growth both organically and through strategic acquisitions while providing the products, resources, technology, and training to enhance the customer experience and create new opportunities for its employees. Outdoor Living Supply launched in partnership with Trilantic North America in late 2020, which invested in the platform to support its growth across key verticals including: hardscapes; outdoor living; landscape accessories; outdoor lighting; and bulk materials.

For more information, visit www.outdoorlivingsupply.net.



About Trilantic North America

Trilantic Capital Management L.P. ("Trilantic North America") is a growth-focused middle market private equity firm focused on control and significant minority investments in North America. Trilantic North America's primary investment focus is in the business services and consumer sectors. Trilantic North America has managed or is currently managing seven private equity fund families with aggregate capital commitments of \$10.9 billion. For more information, visit www.trilanticnorthamerica.com.

Media Contact

Kathy Granger
VP, Marketing
Outdoor Living Supply LLC
kgranger@outdoorlivingsupply.net
651.318.5051

Partnership Opportunities Contact

Pedro Losa
VP, Head of Corporate Development & Strategy
Outdoor Living Supply LLC
plosa@outdoorlivingsupply.net
910.547.1231