




brand acquisition Opportunity
Country Curtains 

Country Curtains®, a sixty-year-old home décor business headquartered in Massachusetts, operated 19 retail locations, a direct to consumer business utilizing the countrycurtains.com e-commerce website, and the Country Curtains catalog. Country Curtains'® highest grossing product categories were Curtains, Top Treatments, Shades & Blinds, Bedding and Rods & Hardware, which generated nearly 90% of total sales.

The Country Curtains customer is extremely loyal. The brand is known for its vast selection of styles and products that provide made to order quality at ready-made prices. Country Curtains® offered an extensive product selection and was committed to exemplary customer service. These attributes positioned Country Curtains to be the trusted source for high quality home décor built around window covering solutions that cater to a wide variety of preferences and tastes.



Opportunity

Hilco Streambank is seeking offers for the intellectual property assets of Country Curtains®, including its trademarks, domain names, customer database, proprietary product design library, social media, and e-commerce website.



Financials *total sales*

CY2014.....	\$71.7M
CY2015.....	\$59.3M
CY2016.....	\$57.3M

In CY2016, Country Curtains® mailed 18.7 million catalogs which supported its E-Commerce, Retail and Call Center channels.

Assets For Sale

Trademarks

The Country Curtains® brand is trademarked in several countries and regions. The Company's other registered trademarks include: Prospect + Vine®, Sheffield® and Hinsdale® among others. Trademark counts per region are below:

Region	US	Japan	Canada	China	EU	Australia	France	Germany	Mex	Benelux
Registered	9	2	2	2	2	1	1	1	1	1
Pending	1	0	0	0	0	0	0	0	0	0

Consumer Data

Country Curtains® maintains a customer database of approximately 520,000 active and engaged customers who have interacted with Country Curtains® marketing efforts in the last 24 months each with a valid email address.

The database also contains over 13 million physical mailing addresses, 845K of which have transacted over the last 4 years.

E-Commerce Platform and Domain Names

Country Curtains® operated an E-Commerce-enabled website through the CountryCurtains.com URL. In addition to the CountryCurtains.com domain, Country Curtains® has 19 registered domains, including:

ccretail.com housacc.com
ccretailshops.com morewindowways.com
citycurtains.com prospectandvine.com
ccdesigncenter.com sendcatalog.com

Proprietary Product Designs Library

Country Curtains® has built over 10,000 SKUs across various product categories.

Each SKU is aggregated into 1,177 uniquely named designs for its various product lines.

A library of these design files is maintained and includes detailed product specifications for each design as well as over 30,000 stock images for the collection of unique designs.



Social Media



42K
page likes



7.5K
followers




3.6K
followers

Home & Happiness
A Blog By Country Curtains

44,600 page views

APRIL 30, 2016 - APRIL 29 2017

Gross Revenue by Channel

 GROSS REVENUE BY CHANNEL	YEAR	YEAR	YEAR	JAN-AUG
	2014	2015	2016	2017
E-COMMERCE	\$22,769,298	\$19,834,109	\$21,430,030	\$11,445,751
RETAIL	\$34,152,489	\$27,451,047	\$25,502,117	\$11,575,285
CALL CENTER	\$14,765,624	\$11,967,778	\$10,365,386	\$4,895,876
TOTAL	\$71,687,411	\$59,252,934	\$57,297,533	\$27,916,912



Diligence & Sale Process

Country Curtains® is looking for offers to acquire all of its intellectual property and related assets. Hilco Streambank has set up a virtual data room with additional diligence materials, which can be made available to parties under an executed confidentiality agreement. Please contact Hilco Streambank for additional information.