

Brass Baron, Henri Studio to Merge

Wednesday, June 11, 2009, 11:00 a.m., EDT

The Brass Baron Fountains & Statuary Inc. of Cary, Ill., is merging with fountain manufacturer Henri Studio LLC. The merge is expected to be finalized by October.

The Brass Baron nationally supplies premium bronze garden sculptures and pond statuary. Henri Studio of Wauconda, Ill., manufactures original cast stone fountains and garden ornaments.

Through the merger, The Brass Baron corporately will become part of Henri Studio. As part of the deal, The Brass Baron product line and identity will be maintained as the company relocates to Henri Studio's facility in Wauconda. The Brass Baron owner Bob Borta will continue to manage the category and assume a marketing role in the overall company.

Borta, who worked for Henri Studio for 40 years before acquiring The Brass Baron three years ago, said the merger is mutually beneficial. "There are a lot of synergies between the companies that we think will make the companies stronger," Borta said. "Our line of bronze statuary gives another dimension and differentiation to Henri...In addition, by merging with Henri Studio, Brass Baron is more readily available to the Henri customer base, so it makes us much more accessible."

Peter Friddle, president of Henri Studio, agreed. "What we're really counting on now is that we can get more bronze placed at dealerships," he said, "and increase the exposure to consumers."