
Hughes Hubbard & Reed

PetroChoice Acquires Lorenz Lubricant Company

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One Battery Park Plaza • New York, New York 10004-1482 • +1 (212) 837-6000

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Hughes Hubbard & Reed advised PetroChoice, a leading provider of lubrication solutions, in its acquisition of Lorenz Lubricant Company Inc., a top distributor of automatic lubrication systems and specialty lubricants for the commercial and industrial sectors in the Midwest. The deal was announced April 30.

PetroChoice said its acquisition of the Minnesota-based company fits its strategy of acquiring the top lubricant distributors to expand both its product and service offering to customers and its geographic footprint.

“Lorenz brings a group of very talented people with deep expertise to PetroChoice,” said Steve King, president of PetroChoice - Midwest Division. “We believe the partnership between PetroChoice and Lorenz, along with our recent acquisition of Rapids Hydraulics, will be very complementary given both companies’ focus on providing unmatched service and reliability and we are excited about the growth opportunities for the combined businesses.”

The acquisition will reinforce Pennsylvania-based PetroChoice’s presence in the agriculture, construction, industrial, manufacturing, railway and transportation industries in the Midwest. In January, Hughes Hubbard advised Greenbriar Equity Group LLC in its acquisition of PetroChoice from KRG Capital Partners.

Chuck Samuelson and Kate O’Donnell worked on the deal.

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