



# The Riverside Company has Acquired MEGACOMFORT International Inc.

Farber News | September 8, 2022



*Riverside.*

The Riverside Company has Acquired MEGACOMFORT International Inc. The acquisition is an add-on to Riverside's portfolio company SureWerx, a leading supplier of professional safety products, tools and equipment.

**MEGA  
COMFORT**  
WORK-LIFE WELLNESS SOLUTIONS

B. Riley Farber acted as the exclusive financial advisor for MEGACOMFORT International Inc.

**B | RILEY FARBER**

**SEPT  
2022**

B. Riley Farber is pleased to announce the sale of MEGACOMFORT International Inc. to The Riverside Company.

B. Riley Farber Corporate Finance Inc. acted as the exclusive financial advisor for the vendors regarding the acquisition of MEGACOMFORT International Inc. by The Riverside Company, a global private investor focused on the smaller end of the middle market.

Headquartered in Concord, Ontario, MEGACOMFORT is a leader in anti-fatigue insoles for workers. MEGACOMFORT's patented dual-layer memory foam insoles are field-tested and clinically proven to improve overall worker comfort and reduce back, knee and foot pain. The MEGACOMFORT brand has become the insole of choice across a variety of verticals such as warehouse/logistics, food processing, automotive plants and other industrial applications.

For more information, please contact [Glenn Bowman](#).



**Deal Team:**



**Glenn Bowman**

Senior Managing Director

[gbowman@brileyfin.com](mailto:gbowman@brileyfin.com)

**T:** 647.283.1355



**Mark Yang**

Manager

[myang@brileyfin.com](mailto:myang@brileyfin.com)

**T:** 437.294.4640