

# Experienced Manufacturer of Patented Technology





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From its headquarters in California, the company specializes in designing, engineering, manufacturing, and distributing a range of standard and custom card readers for use in niche electronic equipment. The plastic-based body blueprint and circuit settings enable the use of single electronic board types across various reader series. The accompanying reader magnetic head assembly is designed to fit universally on all variations. The system can be configured for two card detect options—direct optical or mechanical sensing. Data decoding is performed by embedded controllers relying on a proprietary algorithm, reprogrammable to customer specifications.

As the owner is actively involved in leadership duties, supplier relationships, and engineering specs for in-house designed products, it is ideal for the buyer to bring an engineer in place to absorb knowledge during the transition. In addition to maintaining an active website, engaging with engineers, and benefiting from referrals from a recurring clientele, the seller employs direct mail advertising and participates in Yearly Global Expositions (G2E, etc.) to expand industry networking.

Despite a dip in financials after the 2020 pandemic, the business is debt-free and projects sales of \$1.8 million for 2023. Revenues last year totaled \$1,414,687, alongside discretionary earnings of \$249,341 and EBITDA of \$172,345. With local and international outreach spanning two decades, receivables and work in progress can be negotiated at the sale, making this company a valuable addition to take an existing business to the next level.

The property utilizes approximately half of a 2,100 square foot shop for inventory and some equipment. This business has a solid foundation and presents opportunities for expansion.

### TARGET PRICE

\$1,100,000

### GROSS REVENUE

\$1,414,687

### EBITDA

\$249,341

### BUSINESS TYPE

Electronics/Computer

### INVENTORY

\$339,916

### REAL ESTATE

Leased.

### ESTABLISHED

2019

### COUNTRY

United States

### BUSINESS ID

L#20230571

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