



CELEBRATING
20
YEARS

THE HEDAYA CAPITAL GROUP

FACTORING | ASSET-BASED LENDING | PURCHASE ORDER FINANCE | LETTER OF CREDIT FINANCING

THE RELATIONSHIP MAKES THE DIFFERENCE.

There is one central truism in business: to grow, cash must flow. Whether an importer, manufacturer, distributor, or DTC retailer, your consumer products business needs working capital to purchase inventory, pay logistics and transportation costs, hire salespeople, invest in marketing, and cover general operating expenses.

Since 2003, The Hedaya Capital Group has been providing flexible financing solutions that enable companies to maximize growth and respond to transitional situations. As a family-owned and operated firm, we are deeply invested in the success of each of our clients. We work from a core of old world values where ethics have meaning and new world thinking where speed and flexibility ensure success.

The result? Our clients can feel confident taking advantage of growth opportunities, knowing they have the liquidity and scalability they need as well as a long-term partner looking out for them and helping them grow.

WHAT MAKES US DIFFERENT?

ETHICS. We treat everyone with fairness, honesty and integrity.

EXPERTISE. We bring a deep blend of business and financial experience.

SPEED. We are a nimble, responsive organization with a streamlined process.

PARTNERSHIP. We have a 360-degree, consultative approach that helps protect client businesses.

COLLABORATIVE. We work with clients, employees and business partners to protect everyone's interests.

New York Office:

240 West 35th Street, Suite 402, New York, NY 10001

New Jersey Office:

305 Bond Street, 3rd Floor, Suite 1A, Asbury Park, NJ 07712

THE PARTNER WHO HELPS YOU PROSPER.

We offer flexible, stable capital and creative solutions to support our clients' growth and help protect their businesses.

REPRESENTATIVE CONSUMER PRODUCTS CLIENT FUNDINGS

Factoring

Gluten Free
Snack Bars

\$1,000,000



**LONG ISLAND,
NY**

Factoring / Purchase Order Finance

E-mobility Brand
Electric Bikes and Scooters

\$7,500,000



**NEW YORK,
NY**

Factoring / Letter of Credit Financing

Beer and Liquor Brand
Barware / Gifts

\$5,000,000



**TINTON FALLS,
NJ**

Factoring

Private Brand
Perfumes

\$3,000,000



**PRINCETON,
NJ**

Factoring / Inventory Financing

Home Textiles /
Bedding Brand

\$7,500,000



**HAZLET,
NJ**

Factoring

Manufacturer of Tea Lights
and Votive Candles

\$750,000



**NORWICH,
OH**

INDUSTRY SECTORS

Apparel | Appliances | Beverages | Electronics | Food | Household Goods | Jewelry
Packaged Goods | Personal Care and Cosmetics | Wholesale Distribution