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Alarian Associates Serves as Financial Advisor to The Rapid Group for its Acquisition of Willier Electric Motor Company, Inc.

New York, NY, August 2026—Alarian Associates, Inc., a New York based M&A firm, is financial advisor to The Rapid Group's ("TRG") acquisition of Willier Electric Motor Company, Inc., headquartered in Gibbsboro, NJ. TRG is a portfolio company of Hidden Harbor Capital Partners, LLC.

Founded in 1954, Willier Electric offers sales and service for a wide range of electric motors used by manufacturers, industrial and commercial clients in New Jersey, Pennsylvania, Delaware, and Maryland. The Company maintains one of the largest stocks of new and rebuilt electric motors in the mid-Atlantic region. It provides electrical rewind services, complex machining, fabrication and field services.

TRG focuses on pump, motor and other repair services for water, wastewater and other industrial applications throughout the mid-Atlantic region. Willier is strategically located to extend the service area of TRG headquartered in Patterson, NJ.

Hidden Harbor Capital Partners, LLC is a private equity firm with more than $2.25 billion of assets under management. It was founded in 2016 in Boca Raton, Florida. The firm invests in industrial parts, automotive, building and facility services, building products, chemicals, plastics and outsourcing services in the United States.

Pauli Overdorff, President of Alarian Associates, Inc., and advisor to TRG for its acquisition of Willier, said "Alarian has decades of experience in industrial and environmental services industries," said Ms. Overdorff, who previously was Chairman and owner of First Response, an environmental and industrial services company in Nashville, TN. "We have spent most of our careers as operators and have a profound understanding of the key value drivers supporting the successful purchase or sale of an industrial service company.

For more information, visit https://alarian.net.