

NEWS

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**Superior USA Waste**

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## **Superior USA Waste Acquires Harley Hollan Companies**

Shawnee, OK, September 19, 2022 / / -- Superior Waste Industries, LLC (d/b/a Superior USA Waste), a Shawnee, OK-based environmental services holding company, completed its second acquisition by acquiring Harley Hollan Companies, a solid waste management company offering commercial collection services, industrial / construction roll-off services, recycling, and a transfer station in Tulsa, OK.

“Adding Harley Hollan Companies to the Superior platform is a key piece of our strategy to be the leading independent waste company in Oklahoma by adding additional services and geographic coverage,” said Billy Dietrich, Superior’s CEO. Dietrich continued, “We are very impressed with what Harley [Hollan] and his family have accomplished and see them as ideal partners for us as we continue to grow.”

“I am excited to partner with Billy and the Superior USA Waste team,” said Harley Hollan, the founder of Harley Hollan Companies. Hollan added, “Partnering with Superior will enable us to significantly expand our service offering in the Tulsa market while providing our employees significant growth opportunities as well.” Harley Hollan made a significant investment in Superior as part of the transaction, and he will continue to manage the Harley Hollan operations.

Superior intends to be the “partner of choice” for waste industry entrepreneurs seeking growth capital or to transition their businesses. Superior partnered with Red Dog Equity LLC, an Atlanta-based private equity firm, which, through its partnership with Monroe Capital and Tom Pritzker’s family business interests (advised by The Pritzker Organization), has additional equity capital available to fund Superior’s future acquisitions. Monroe Capital also provides debt financing to Superior.

### **About Superior USA Waste**

Headquartered in Shawnee, Oklahoma, Superior USA Waste is an environmental services holding company that seeks to be the “partner of choice” for waste industry entrepreneurs seeking liquidity, growth capital, or to transition their businesses to an owner who shares their commitment to customer service, loyalty to employees, and environmental stewardship. To learn more, please visit us online at: [www.superiorusawaste.com](http://www.superiorusawaste.com).

### **About Harley Hollan**

Headquartered in Tulsa, Oklahoma, Harley Hollan Companies offers comprehensive waste services, including roll-off and front-load containers for projects of any size, a public drop-off site and recycling center. To learn more, please see us online at: <https://317-7777.com/>.

### **About Red Dog Equity LLC**

Red Dog Equity LLC is a private equity firm that invests in lower middle-market companies poised for strong growth

in partnership with driven, entrepreneurial business leaders (“Red Dogs”). To learn more, please visit: [www.reddogequity.com](http://www.reddogequity.com).

#### **About Monroe Capital**

Monroe Capital LLC (“Monroe”) is a premier boutique asset management firm specializing in private credit markets across various strategies, including direct lending, asset-based lending, specialty finance, opportunistic and structured credit, and equity. Since 2004, the firm has been successfully providing capital solutions to clients in the U.S. and Canada. Monroe prides itself on being a value-added and user-friendly partner to business owners, management, and both private equity and independent sponsors. Monroe’s platform offers a wide variety of investment products for both institutional and high net worth investors with a focus on generating high quality “alpha” returns irrespective of business or economic cycles. The firm is headquartered in Chicago and maintains offices in Atlanta, Boston, Los Angeles, Miami, Naples, New York, San Francisco, and Seoul.

Monroe has been recognized by both its peers and investors with various awards including Global M&A Network as the 2022 Small Mid-Markets Lender of the Year, Americas; Private Debt Investor as the 2021 Senior Lender of the Year, 2021 Lower Mid-Market Lender of the Year, Americas; Creditflux as the 2021 Best U.S. Direct Lending Fund; and Pension Bridge as the 2020 Private Credit Strategy of the Year. For more information, please visit [www.monroecap.com](http://www.monroecap.com).

#### **About The Pritzker Organization**

The Pritzker Organization is the merchant bank for the business interests of the Tom Pritzker family. Additional information can be found at [www.pritzkerorg.com](http://www.pritzkerorg.com).