

Firm News | February 25, 2025

Troutman Pepper Locke Represents Connoisseurs Products in Sale to Willert Home Products

RELATED PROFESSIONALS

[Richard D. Glovsky](#) | [David L. Ruediger](#) | [Christopher M. Flanagan](#) | [Lori A. Basilico](#) | [Sydney Goldberg](#)

RELATED OFFICES

[Boston](#)

BOSTON – Troutman Pepper Locke advised Connoisseurs Products, a global market leader in jewelry and silver care, in its sale to Willert Home Products, a premier manufacturer of many well-known and trusted household products.

Connoisseurs has transformed the jewelry care industry with breakthrough jewelry cleaning products. Its brand is established in more than 60 nations around the world, from North America to Europe to Asia. The Connoisseurs brand is the top choice among consumers, jewelers, retailers, and fashion and beauty editors and bloggers who recognize the products' efficacy, worldwide brand leadership, and enduring style.

The team that represented Connoisseurs in the transaction included [Richard Glovsky](#), [David Ruediger](#), [Chris Flanagan](#), [Lori Basilico](#), and [Sydney Goldberg](#).

Consistently recognized as a top-tier practice, Troutman Pepper Locke's attorneys regularly handle strategic deals for *Fortune* 100 corporations and middle market transactions for private equity clients. Core areas of service include mergers and acquisitions, corporate finance, corporate governance, securities laws compliance, capital markets transactions, and other significant domestic and cross-border transactions, as well as general corporate counseling.

Troutman Pepper Locke

Troutman Pepper Locke helps clients solve complex legal challenges and achieve their business goals in an ever-changing global economy. With more than 1,600 attorneys in 30+ offices, the firm serves clients in all major industry sectors, with particular depth in energy, financial services, health care and life sciences, insurance and reinsurance, private equity, and real estate. Learn more at troutman.com.

RELATED INDUSTRIES + PRACTICES

- [Corporate](#)
- [Labor + Employment](#)
- [Mergers + Acquisitions](#)