



KOOZIE GROUP (PREVIOUSLY BIC GRAPHIC) ACQUIRES IMAGEN BRANDS, EXPANDING THE TOP 10 SUPPLIER'S STRATEGIC PLAN FOR SUSTAINABLE AND SCALABLE GROWTH

(December 22, 2020 – Clearwater, FL) Koozie Group (previously BIC Graphic North America), a portfolio company of H.I.G. Capital, has announced the completion of the acquisition of IMAGEN Brands with the support of H.I.G.

IMAGEN Brands, whose companies include Vitronic and Crown, is a Top 40 hard goods supplier, recognized as a leader in service and decoration innovation. They are also an exclusive promotional products supplier of Coleman®, ShedRain®, Chelsea Teddy Bear™ and Rubbermaid® branded products.

“This acquisition is part of our long-term plan for scalable and sustainable growth within the promotional products market and we appreciate that H.I.G. Capital continues to support our vision,” said David Klatt, Koozie Group CEO. “This allows us to provide the additional necessary resources and marketing support needed to help grow the IMAGEN Brands business. Our intent is to run their sales, customer service and operations as a stand-alone business.”

The acquisition will not disrupt day-to-day operations or impact the current product assortment for either supplier with IMAGEN Brands continuing their focus on top-selling categories of rainwear, bags, drinkware, plush and coolers. As a stand-alone business, the current IMAGEN Brands team will operate business as usual, utilizing their current order processing systems and producing all products out of their Doniphan, MO headquarters while ensuring they continue to deliver on their 48-hour service promise. Koozie Group will continue to be committed to driving innovation, leading in social and sustainable responsibility and delivering a seamless customer experience.

Some members of the IMAGEN Brands management team will remain in their roles, including Lisa LeMond, VP of Sales & Customer Service, who will report directly into David Klatt, Koozie Group CEO. In addition to providing more resources and marketing support, Koozie Group plans to invest in the IMAGEN Brands business to better serve their customers. All sales, service and operations teams will continue to function separately as IMAGEN Brands (including Vitronic and Crown) in the promotional products industry.

“Both Koozie Group and IMAGEN Brands have a long, rich history in the promotional space and share many of the same values centered around providing customer-first solutions across many categories, well-known brands and service offerings,” said Lisa LeMond, IMAGEN Brands VP of Sales and Service. “This is an opportunity to learn best practices from one another and show our customers an enhanced

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version of IMAGEN Brands that will continue delivering on new products, decoration methods and the exceptional service they have come to expect.”

About Koozie Group:

As one of the largest suppliers in the promotional products industry, Koozie Group designs, creates and produces reliable products and offers services that support and build brand legacies. Our portfolio of 40+ brands across 10+ product categories includes powerhouse names like Koozie®, KAPSTON®, BIC®, Souvenir®, Triumph®, and Atchison®, alongside iconic retail-brand partners Champion®, JAM®, Tervis®, Titleist® and Leatherman® - just to name a few. We drive industry innovation with over 100+ new products annually, 75% of which have a sustainability stance, developed with an industry-leading commitment to product safety, social responsibility, supply chain security and environmental stewardship.

At Koozie Group, we’re proud to leave a positive, lasting impact with the solutions and experiences we deliver by doing business in a way that benefits our people, our customers, the promotional products industry and our communities. Learn more about how we **keep the good going®** at kooziegroup.com.

About IMAGEN Brands:

IMAGEN Brands is a premier supplier of high-quality hard goods and soft goods in the promotional products industry ranging from drinkware to plush, and bags to coolers featuring top retail brands including Coleman®, Rubbermaid® and ShedRain®. Established in 2017, IMAGEN Brands is headquartered at their offices and production facility in Doniphan, Missouri, established in 1914. To view additional information please visit imagenbrands.com.

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