

Sign-Zone Expands into Europe with Acquisition of Jansen Display Group

Chicago, IL – October 2, 2018

Pfingsten announced its portfolio company, Sign-Zone, LLC has acquired Jansen Display Group (“Jansen”), a designer and manufacturer of promotional display hardware and signage systems. Headquartered in Přeštanov, Czech Republic with additional offices in Germany, the United Kingdom, Hungary, Poland, Slovakia and Spain, Jansen provides customized poster systems, snap frames, poster boards, notice boards, sidewalk signage and digital displays.

“We are thrilled to add Jansen Displays to the Sign-Zone platform,” said John Bruellman, President and CEO of Sign-Zone. “Jansen has built a strong reputation throughout Europe as a provider of high quality displays and signage systems. Working in partnership with the Jansen team, we can bring to Europe the same industry-leading product suite offered by Showdown Displays in North America.”

“We are very excited about our future with Sign-Zone as we pursue accelerated growth throughout Europe and globally,” said Vit Zajíček, CEO of Jansen Display Group. “The acquisition will provide our customers with access to Sign-Zone’s extensive product portfolio and manufacturing capabilities, while delivering renewed investment in our mission to become Europe’s market leader.”

“We have found the perfect strategic partner to help Jansen with the next stage of its development,” noted Sebastian Jansen and Petr Rokusek, former owners of Jansen Display Group.

Jansen is Sign-Zone’s second strategic acquisition since Pfingsten became the majority shareholder in May 2017. Sign-Zone offers a comprehensive portfolio of wide format, portable promotional signage and displays under the Showdown Displays and Victory Corps brand names. Its products include table covers, retractable banners, event tents, sail signs and floor displays.

The transaction closed on October 1, 2018. To learn more about Sign-Zone and Jansen Display, please visit www.signzoneinc.com and www.jansen-display.com.

About Pfingsten

Pfingsten is an operationally focused private equity firm formed in 1989. From its headquarters in Chicago, IL and representative offices in ChangAn, China, New Delhi, India and Chennai, India, the firm builds better businesses through operational improvements, professional management practices, global capabilities and profitable business growth rather than financial engineering. Since completing its first investment in 1991, Pfingsten has raised five investment funds with total commitments of approximately \$1.3 billion and has acquired 128 manufacturing, distribution and business services companies. For more information, visit pfingsten.com.