

## Sign-Zone Continues Expansion in Europe with Acquisition of Promic B.V.

---

Chicago, IL – May 7, 2019

Pfingsten announces its portfolio company, Sign-Zone, LLC, has acquired Promic B.V. ("Promic"), a designer and distributor of promotional displays. Headquartered in Nederweert, Netherlands, Promic provides display hardware and custom printed flags, pop-up banners, counter displays and other innovative display products.

"We enthusiastically welcome Promic to the Sign-Zone family," said John Bruellman, President and CEO of Sign-Zone. "Promic has built a differentiated reputation as a leading, solutions-oriented supplier of displays and hardware systems. The combination of Promic and Jansen Display Group, which we acquired in October 2018, further strengthens our European team. We will continue to invest in industry-leading products and legendary customer experiences."

"A long-term partnership with Sign-Zone is the best choice for our customers, partners and team members," said Rick van den Wildenberg, Founder and CSO of Promic. "We could not be more excited about our company's future," said Jim Oud, CEO of Promic.

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

The transaction closed on April 30, 2019. To learn more about Sign-Zone and Promic, please visit [www.signzoneinc.com](http://www.signzoneinc.com) and [www.promic.nl/en/](http://www.promic.nl/en/).

### 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 136 manufacturing, distribution and business services companies. For more information, visit [pfingsten.com](http://pfingsten.com).