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CONTACT:  
George Brymer  
Chief Operating Officer  
gbrymer@theimagegroup.net  
419-930-2251  
C: 419-265-3467  
www.theimagegroup.net

### **The Image Group and LightHouse Brands Complete Merger**

*Combination of industry leaders forms major promotional products distributor*

Toledo, OH (October 2, 2013) – Two Toledo-based companies, The Image Group and LightHouse Brands, have joined forces to create one of the top 60 promotional products distributorships in the country.

The Image Group provides a full range of marketing services, including creative promotional product offerings, website design and management, dimensional mailing campaigns, and print media. LightHouse Brands offers comprehensive promotional product and print branding programs to the healthcare market, with special emphasis on extended senior care, rehabilitation, in-home support, and hospice service providers. Under the transaction's terms, LightHouse Brands will operate as a separate division of The Image Group.

“There are numerous reasons why this deal makes sense,” says Jon Levine, The Image Group’s owner. “Most significantly, while operating as separate businesses, The Image Group and LightHouse Brands will be able to leverage each other’s strengths.”

Indeed, the combination gives LightHouse Brands access to The Image Group’s extensive in-house decorating and graphics capabilities. At the same time, The Image Group will draw from LightHouse Brand’s expertise in integrating print management with promotional products to streamline procurement efforts for major clients. Also, the two entities will now share The Image Group’s expansive warehouse and fulfillment facility in Holland, Ohio.

“We’d been looking for a merger partner within our industry, and we found the right one in The Image Group,” says LightHouse Brands’ Rick Herman. “They have a great reputation and a record of solid growth, and our combined strength will allow both companies to better serve our clients.”

“Maintaining the distinction between the two entities allows both companies to continue focusing on their specific client segments and our unique customer bases,” adds Levine.

The merger was effective September 1, 2013.

### **About The Image Group**

Founded in 1981, The Image Group is a team of marketing and branding wizards committed to getting organizations seen and remembered. The company is based in Toledo, Ohio, with offices in Cleveland, Ann Arbor, Fort Wayne, Chicago, and Brunswick.

The Image Group is a proud member of The PeerNet Group, an alliance of leading Promotional Products and Marketing Distributors located throughout North America.

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