

Trendline Capital Completes Banner Deal with Rileighs Outdoor Décor

January 30, 2019 – Wyomissing, PA – Trendline Capital Equity Partners I, L.P. has acquired John Thomas Design, Inc. d/b/a Rileighs Outdoor Décor. Headquartered in Allentown, PA, Rileighs designs, sells, and installs commercial holiday decorations and light displays, banners and flags.

The market-leading company, founded in 1921, serves thousands of municipalities, colleges and universities, hospitals, shopping centers, and corporate campuses throughout the Mid-Atlantic and New England regions. Rileighs had been owned by John Korechko and Thomas Bibler since 1998. Under their leadership, the company achieved revenue growth in 19 out of 20 years.

“Rileighs has a nearly century old reputation for quality products backed by unmatched customer service,” said Dan Casciano, co-founder and Managing Partner of Trendline. “With its proven team, strong financial profile and actionable growth opportunities, Rileighs represents an attractive investment for us.”

In conjunction with the transaction, Trendline has brought on Julien Godborge to be the company’s President and CEO. Julien was previously the Managing Director for Canada and Global Business Development for Woodstream Corporation, a global manufacturer and marketer of a broad portfolio of branded pest control and lawn & garden products. “We are extremely excited to have Julien leading the Rileighs team,” said Carter Cheskey, co-founder and Managing Partner of Trendline. “Julien has a wealth of sales management and product development experience, and culturally is a perfect fit to take Rileighs to the next level.”

Former President, John Korechko, will remain with the company through a transition period. “Tom and I are thrilled that Trendline will be continuing with the Rileighs tradition,” remarked Korechko. “Our employees’ well-being was a top priority for us throughout this succession process. The principals of Trendline have an outstanding track record of aligning employees’ interests with their own and maximizing shareholder value.”

Lafayette Ambassador Bank provided debt financing for the deal. Barley Snyder and RKL supported the transaction as legal counsel and accounting advisor, respectively for Trendline. Murphy McCormack Business Advisors and Lesavoy Butz & Seitz represented Rileighs as investment banker and legal counsel, respectively.

About Trendline:

Trendline Capital Equity Partners I, L.P. is a private equity fund that specializes in acquiring lower-middle traditional manufacturing, distribution and select service businesses located primarily in central and eastern Pennsylvania, southern New Jersey, and northern Maryland. Trendline is located in Wyomissing, Pennsylvania.

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