



## **Holiday Outdoor Decor “Messess with Texas” by acquiring Arnett Marketing**

ALLENTOWN, Pennsylvania, June 27<sup>th</sup>, 2022 - Holiday Outdoor Decor (“HOD”) has acquired Arnett Marketing, a commercial holiday decorating company based in San Antonio, TX. The acquisition enables HOD to strengthen its position in a key strategic market.

*“Arnett Marketing has been in business for over 20 years and has a great track record in the entire lone-star state. We are excited to welcome the Arnett team into the Holiday Outdoor Decor family and to continue growing our presence in that market.”* says Julien Godbarge, CEO of HOD.

Trendline Capital Equity Partners I (“Trendline”) acquired Rileighs Outdoor Decor in January 2019 and rebranded the company as Holiday Outdoor Decor after the acquisition of Clark Sales Display in June 2021. *“We’re very pleased with the growth HOD has experienced over the last several years. This third add-on acquisition gives HOD a stronghold in one of the largest and fastest growing states in the U.S.”* says Carter Cheskey, Managing Partner of Trendline Capital.

*“Arnett Marketing shares our values of quality products and great customer service. It’s great to be able to add them to our team,”* added Dan Casciano, Managing Partner of Trendline Capital.

Betty Arnett, founder of Arnett Marketing, will stay with the company for a transitional period. The company will operate under the trade name Arnett Outdoor Decor.

*“HOD is a great company, and I can retire with peace of mind because I know that they will take good care of our customers! I’ll work closely with Julien and his team over the next few months to make sure that this is a smooth transition; then I look forward to traveling and enjoying retirement!”* says Betty Arnett.

### About Trendline:

Trendline is a family of private equity funds that specialize in acquiring lower-middle market 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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