

## **Christmas in July! Holiday Outdoor Decor acquires Christmas Designers - Florida**

ALLENTOWN, Pennsylvania, July 1, 2022 - Holiday Outdoor Decor (“HOD”) has acquired Christmas Designers – Florida (“CDFL”), a commercial holiday decorating company based in Pompano Beach, Florida. The acquisition enables HOD to strengthen its position in a key strategic market.

*“CDFL has been in business for over 40 years and is the dominant player in Southern Florida. The quality of their designs and the workmanship of their installations are unmatched. We are excited to welcome the CDFL team into our family and to continue growing our presence in that market,”* said Julien Godbarge, CEO of HOD.

Trendline Capital Equity Partners I, LP (“Trendline Capital”) 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 fourth add-on acquisition gives HOD a stronghold in one of the largest and fastest growing states in the U.S.,”* said Carter Cheskey, Managing Partner of Trendline Capital.

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

Kevin Long and Leonard Schulz, co-owners of CDFL, will stay with the company for a transitional period. The company will continue to operate under the trade name *Christmas Designers - Florida*.

*“It’s been very rewarding to grow the family business into a market leader in Southern Florida. I’m pleased to be transitioning the business while it’s doing so well, and I trust the HOD team to continue our legacy of unmatched, quality installations,”* said Kevin Long, co-owner of CDFL.

“Kevin and I had a lot of fun working with our team to help our customers celebrate the holidays year after year. The time had come for us to exit, and it’s worked out great that HOD could take over: we know they’ll take great care of our customers and our employees!” said Leonard Schulz, co-owner of CDFL.

### About Trendline Capital:

Trendline Capital’s private equity funds focus on making equity investments in lower middle-market companies located primarily throughout the Mid-Atlantic U.S. We seek to partner with owners and experienced management teams of “traditional” manufacturing, distribution, and select service businesses to provide growth capital and strategic oversight with the dual objectives of: (1) creating liquidity for business owners, and (2) building great companies. Trendline Capital is headquartered in Wyomissing, Pennsylvania.

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