

## Sign-Zone Expands with AAA Innovations

Complementary Product Offering and Optimized East Coast Fulfillment

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### Chicago, IL – April 11, 2024

Pfingsten announces its portfolio company, Sign-Zone, LLC d.b.a. Showdown Displays has acquired AAA Innovations ("AAA"). Based in Norwood, New Jersey, AAA is an industry leader in custom umbrellas, coolers and outdoor recreational products. AAA offers unique products and branding solutions via strong, collaborative reseller partnerships.

"AAA has a deep commitment to delivering a memorable customer experience," commented John Bruellman, CEO of Sign-Zone. "In addition to a strong, complementary product offering, we are extremely excited to bring additional production capacity, expanded geographic presence and tremendous expertise and talent into our organization."

"Joining the Sign-Zone family provides limitless possibilities for our business and team of professionals," commented Jeff Nanus, Owner and President of AAA. "The entire AAA team is excited about the opportunities this acquisition creates, including accelerated growth from additional investment." Nanus will continue with AAA in his role as President.

The global corporate headquarters for Sign-Zone will remain in Brooklyn Center, MN. AAA Innovations is in the process of moving to a state-of-the-art facility in Orangeburg, NY. Collectively, the combined entity will have approximately 400,000 square feet of production and fulfillment space across multiple North American locations, with additional operations in Europe.

The transaction closed on April 8, 2024. To learn more about Sign-Zone and AAA Innovations, please visit [showdowndisplays.com](http://showdowndisplays.com) and [aaainnovations.com](http://aaainnovations.com).

### About Pfingsten

Pfingsten is an operationally focused private equity firm formed in 1989. From its headquarters in Chicago and representative offices in China and India, the firm builds better businesses through operational improvements, professional management practices, global capabilities and profitable business growth. Since completing its first investment in 1991, Pfingsten has raised six investment funds with total commitments of approximately \$1.8 billion and has invested in 168 manufacturing, distribution and business services companies. For more information, please visit [pfingsten.com](http://pfingsten.com).

### About Sign-Zone

Headquartered in Brooklyn Center, MN, Sign-Zone is a manufacturer and supplier of visual communication, event and display merchandise. It markets its products and services through numerous reseller channels with a diversified portfolio of brands including Showdown Displays® and Karisma Decor®. Sign-Zone has been named both an industry and Minnesota 'best-employer.' It operates multiple environmentally and socially responsible manufacturing facilities in Minnesota. Sign-Zone also has a European presence, operating as Showdown Displays Europe®, with primary operations in the Netherlands and the Czech Republic.