



## **Founders Acquire Controlling Interest in IdeaStream Consumer Products Company to Continue to Design, Develop and Market Innovative Consumer and Office Products**

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CLEVELAND -- Three executives from IdeaStream Consumer Products, LLC have successfully structured a management buyout of Esselte Corporation's interest in IdeaStream Consumer Products, LLC. Terms of the transaction, which closed on September 28, are not being disclosed.

Founded in 2002, IdeaStream Consumer Products is an innovative designer, marketer and distributor of branded consumer and office products, including: Vaultz™ secure storage products; Snap-N-Store™ collapsible storage products; Find-It™ binding, filing and organizational products; and Freeform™ writing instruments. IdeaStream products are sold at world's leading mass market, consumer electronics and office products retailers, as well as commercial office products resellers. Annual revenues exceed \$23 million.

The company's fast growth success has been built on its collaborative process between its management team, suppliers and customers, which enables IdeaStream Consumer Products to create products that are responsive to the needs of customers. This process also gives IdeaStream a significant speed-to-market advantage over other companies attempting to compete in similar product categories.

IdeaStream Consumer Products' management team includes Tony DeCarlo, President and CEO, Dan Perella, COO, and Vince Thomson, Executive Vice President of Sales and Marketing. Combined, the three executives have more than 50 years of experience serving the mass retail market. They have demonstrated the ability to revitalize low growth consumer product categories by developing new products that serve unmet market and consumer needs.

"The acquisition of the controlling interest in IdeaStream allows us to focus on our core competencies of product and business development," said DeCarlo. "Our capital structure (a combination of debt and equity) positions us to accelerate the development of the infrastructure required to effectively serve the needs of our customers. This will allow us to continue to create and develop the business according to the vision on which we founded the company."

Founded in 2002 and headquartered in Parma, Ohio, IdeaStream Consumer Products, LLC is a full-scale, consumer and office products company that designs, develops, manufactures and markets value-positioned products to the world's leading mass market, consumer electronics and office products retailers, as well as commercial office products resellers. IdeaStream employs leading edge supply chain management tools and practices to collaborate with their customers in managing category growth and delivering new market solutions. More information about IdeaStream Consumer Products can be found at [www.ideastreamproducts.com](http://www.ideastreamproducts.com).

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