

JDS MARKETING AND SALES, A PORTFOLIO COMPANY OF TRAVERSE POINTE PARTNERS, ACQUIRES QUALTRY

Chicago, Illinois (February 7, 2020) JDS Marketing and Sales (“JDS”), a Traverse Pointe Partners (“Traverse”) portfolio company, is pleased to announce that it has acquired Qualtry (“Qualtry” or the “Company”), a leading custom gift manufacturer based in Lindon, UT. Financial terms of the transaction were not disclosed.

“I am thrilled to see these two great companies come together. JDS and Qualtry’s products, end markets and sales channels are extremely complimentary. Rarely have I seen so much synergistic potential between two organizations.” said Michael Simon, Managing Principal of Traverse. “We look forward to working closely with the Qualtry and JDS teams to capitalize on the opportunities in front of us and realize our combined potential”

Mike Kunz, current President of Qualtry, said “Qualtry is proud to join forces with both Traverse Pointe Partners and JDS Marketing and Sales to provide high quality products to the fast-growing personalization e-commerce segment. Customers can continue to expect great products, with incredibly fast turn-around times.” Mr. Kunz will assume the role of CEO of the combined company. The transaction closed on February 4, 2020.

About Qualtry

Based in Lindon, Utah, Qualtry is an online retail platform that has developed proprietary, scalable technology, facilitating automated and efficient production of personalized gifts. The company has refined the process of creating, producing, and delivering thousands of individualized gifts each day. The platform's wide array of customizable offerings allows users to order personalized gift items for various occasions where every item is made-to-order efficiently at scale. Qualtry has invested in advancing in-house technology within laser engraving, embroidery, dye sublimation, UV printing, and direct-to-garment production. Its products are sold through the company's proprietary website (www.qualtry.com) and other well-known e-commerce platforms including Amazon, Walmart, Etsy, and Jane.com

About JDS Marketing and Sales

Founded in 1992, and headquartered in Minneapolis, MN, JDS Marketing & Sales manufactures and sells personalized gift products, selling direct to consumers through various e-commerce platforms, as well as wholesale to gift and wedding retailers. Decorating capabilities include sublimation, diamond engraving, laser etching, digital and direct to garment printing, embroidery, and screen printing. The Company's specific products range from Gifts for Him, Gifts for Her, and Season and Special Occasion Events. Gifts for Him entail barware, cigar accessories, travel items, and sports memorabilia. Gifts for Her include barware, home décor, fashion items, and travel items. Season gifts include custom canvas, home décor, candles, drinkware, and accessories. JDS' products are sold through its proprietary websites (www.agiftpersonalized.com and www.groomsshop.com), as well as Amazon, Etsy and other online channels.

About Traverse Pointe Partners

Traverse Pointe Partners is a private equity investment firm focused on control investments in lower middle market companies. Our investment professionals and operating partners offer an array of skillsets and expertise to enhance the value of our platform investments. We partner with strong management teams, providing capital along with operational, financial and strategic support to enable organizations to maximize their potential. To date Traverse has made four platform investments.