



KOOZIE GROUP (PREVIOUSLY BIC GRAPHIC) ACQUIRES HOTLINE PRODUCTS, STRENGTHENING THEIR LEGACY OF BEING A TOP PROMOTIONAL CALENDAR SUPPLIER

(February 23, 2021 – Clearwater, FL) Koozie Group (previously BIC Graphic), a portfolio company of H.I.G. Capital, has announced the completion of the acquisition of HotLine Products.

HotLine Products is well-known in the promotional products industry for their wide selection of calendars including appointment, desk, executive, and commercial styles, planners/journals and custom capabilities as well as offerings featuring Norman Rockwell, Saturday Evening Post and David Maass, among others. Their focus on safety and responsible printing processes, using recycled materials and paper from sustainable sources, also aligns with Koozie Group’s enhanced commitment to sustainability and social responsibility.

“Koozie Group and HotLine are two of the top names in promotional calendars who also have similar standards around quality and sustainability. That alignment, along with our Sleepy Eye team’s expertise in calendar printing and production, made this acquisition a great opportunity for us to take another step toward our future vision,” said David Klatt, CEO with Koozie Group.

Koozie Group is committed to keeping the HotLine product assortment as it exists today for the 2022 calendar season. HotLine items will be available under the Koozie Group portfolio, produced out of the Koozie Group facility in Sleepy Eye, MN and serviced by sales and service teams who have a 20-year consecutive record of winning the ASI Distributor Choice Awards in the calendar category.

Koozie Group is one of the largest manufacturers of promotional calendars in North America, with nearly 400 stock items in their current assortment. All Koozie Group calendars are produced domestically at their Sleepy Eye, MN facility which safely and responsibly operates according to ISO 14001 environmental standards, producing 3+ calendars every second. Their Triumph® and Good Value® calendar lines include licenses from well-known names like The Saturday Evening Post, Tim Cox and the Hautman Brothers as well as eco-friendly options from brands like goinggreen®.

“We’re proud to be the #1 supplier of promotional calendars, and further strengthening our market position is an important part of Koozie Group’s long-term plan for scalable and sustainable growth,” said Klatt. “We’re excited to add HotLine’s assortment of high-quality, reputable products to our existing calendar line and look forward to helping HotLine customers build their brand legacies.”

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About Koozie Group:

As one of the largest suppliers in the promotional products industry, Koozie Group designs, creates and produces reliable products and offers services that support and build brand legacies. Our portfolio of 40+ brands across 10+ product categories includes powerhouse names like Koozie®, KAPSTON®, BIC®, Souvenir®, Triumph®, and Atchison®, alongside iconic retail-brand partners Champion®, JAM®, Tervis®, Titleist® and Leatherman® - just to name a few. We drive industry innovation with over 100+ new products annually, 75% of which have a sustainability stance, developed with an industry-leading commitment to product safety, social responsibility, supply chain security and environmental stewardship.

At Koozie Group, we're proud to leave a positive, lasting impact with the solutions and experiences we deliver by doing business in a way that benefits our people, our customers, the promotional products industry and our communities. Learn more about how we **keep the good going®** at kooziegroup.com.

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