

Clearview Capital Seeks Add-on Acquisitions for Insight 2 Design



Insight 2 Design ("I2D") is a rapidly growing supplier and product development partner to several of the world's largest outdoor product brands and retailers, headquartered in Overland Park, KS. The company aims to solve key pain points for retailers by providing turn-key product development and merchandising solutions that help drive sales and streamline logistics. The company's broad but coordinated product portfolio consists of more than 650 SKUs across 11 outdoor living product categories and provides a one-stop shop for all their customers' camping category needs. Clearview Capital acquired I2D, in partnership with management, in November 2021 and is actively seeking potential add-ons with the following characteristics:



Complimentary Product Categories

Businesses offering camping-related products in adjacent product categories (cookware, stoves, etc.).



Complimentary Brands

Businesses offering well-known, branded products in the camping space.

Add-on candidates should also meet the following criteria:

- Annual revenue of at least \$1 million
- Strong, sustainable competitive position (as evidenced by operating profit margins in excess of 10%)
- Favorable growth prospects and strong customer and/or vendor relationships

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