

## Media Release

### **Impact Innovations Inc Joins IG Design Group *Combination to expand product offerings, strengthen scale and breadth of products, designs and manufacturing***

Atlanta, GA -- Aug. 28, 2018 --IG Design Group PLC today announced that Minnesota-based Impact Innovations Inc. has joined the group as part of IG Design Group Americas. The transaction is expected to be completed in the coming days. Founded in 1968, Impact is a trendsetter in celebrations-based products, including seasonal gift packaging and décor, as well as a manufacturer of merchandising trays, displays and promotional products.

“This is tremendous news for Design Group Americas, our employees, customers and suppliers,” said CEO Gideon Schlessinger. “We have grown our business by expanding into new product lines, categories, designs and services that customers and consumers want. The addition of Impact Innovations brings further expansion, into areas such as Fabric and Décor. Combining our portfolios will offer retailers an even wider array of product and service selections. That, coupled with shared world-class design, manufacturing and supply chain resources, makes us the clear choice for customers in the Americas and beyond.”

“Impact Innovations Inc. has grown from a small display products company in a small Minnesota town to a successful global business,” said Impact CEO John Dammermann. “We’ve done that through our unique ability to create and develop innovative products, programs and presentation solutions, driven by analysis and supported by our determination to deliver operational excellence. Combining our business with IG Design Group will build upon common strengths, while forging new opportunities across our complementary product and service portfolios. Together, we’ll continue to grow through our focus on customer needs, operational excellence and strong financial performance.”

In the near term, Design Group and Impact Innovations will continue to go to market as they historically have. Customers can expect to see the same brands, products, services and design portfolios they’ve come to expect from both companies.

#### **About IG Design Group plc**

IG Design Group Plc is the world’s largest producer and supplier of consumer gift packaging and a major player in the broader celebrations and gift products business. The company designs, manufactures, sources, and distributes gift packaging, greeting cards, partyware, stationery, creative play, and gifting products in the United Kingdom, Asia, the United States, Europe, Australia, and internationally. It serves over 10,000 customers in over 80 countries ranging from the world’s largest retailers to regional and independent customers. The company was formerly known as International Greetings plc and changed its name to IG Design Group Plc in June 2016. IG Design Group Plc was founded in 1979, is listed on the London Stock Exchange and is headquartered in Eversholt, in the United Kingdom.

IG Design Group Americas, Inc. pioneered the gift wrap industry over 100 years ago; and today, we offer high quality, design-driven, on-trend gift packaging, greeting cards, greeting accessories, stationery products, calendars, creative play, and other innovative products at the most compelling price with best-in-class service.

**About Impact Innovations Inc.**

Impact Innovations, Inc. was founded in 1968 in Maynard, Minnesota. Today, Impact Innovations has two arms to its business: seasonal and commercial. The seasonal business comprises décor, paper and fabric products, where Impact has become a premier trendsetter in the seasonal industry. The company's expertise in design and product innovation has made Impact an industry leader in such categories as Window Vinyl Clings, Window Gel Clings, Lighted Window Decorations, Decorative Ribbons and Bows, Gift Wrap, Shatterproof Ornaments, Tree Trim, Tree Skirts and Stockings, Mini Ornaments and other décor. In its commercial products division, Impact has been a pioneer in the use of UV Printing and offers a broad range of products and capabilities including merchandising trays, displays and plastic cards to create successful innovative solutions to our clients' printing, display, and promotional needs. Impact seasonal and commercial products can be found around the country at national retailers including, Discount, Drug, Grocery, and Home Improvement Stores as well as internationally in Canada, Mexico, Central and South America.

**For more information:**

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