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CounterPoint Capital Partners Acquires POP Displays, LLC

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Point-of-Purchase Displays

Los Angeles-based private equity firm, CounterPoint Capital Partners, LLC, announces acquisition of leading point-of-purchase display manufacturer, POP Displays, LLC

LOS ANGELES, CA – CounterPoint Capital Partners, LLC (“CounterPoint”), a leading private investment firm specializing in the lower-middle market, announced today that it has acquired POP Displays, LLC (“POP”) from an affiliate of Sun Capital Partners. Financial terms of the acquisition were not disclosed.

POP is an integrated manufacturer of point-of-purchase displays focused primarily on permanent displays in cosmetics and electronics for mass channel retailers. With longstanding customer relationships with Revlon, CVS Pharmacies, and L’Oreal, POP designs and manufactures plastic molded wall units, show cases, film bins, counter units, floor stands, kiosks, testers, and window displays from creative design and manufacturing to warehousing and maintenance support.

Eric Willis, Managing Partner, CounterPoint, stated, “POP is an exciting acquisition for us. For more than 60 years POP has been a key partner in the merchandising success for some of the world’s most well-known and revered brands. We plan on expanding on that success by providing those customers with a world class manufacturing partner.”

About CounterPoint Capital Partners

CounterPoint Capital Partners (www.counterpointcp.com) is a Los Angeles-based investment firm focused on acquiring lower-middle market companies headquartered throughout the United States and Canada with \$10 million to \$200 million in annual revenues. CounterPoint looks for complex situations caused by operational, succession, or financial challenges within a company or industry and, by developing a close partnership with management teams and other stakeholders, implements structural and operational improvements to put portfolio companies on a successful trajectory.