



Accelerating Growth
In Partnership With Management

Clearview Capital Heads to the Great Outdoors by Partnering with Insight 2 Design *Transaction Represents Clearview's Fifth Platform Investment in the Outdoor Industry*

Stamford, CT, December 16, 2021 — Clearview Capital Fund IV, L.P. and its affiliates (“Fund IV”) announced today the recapitalization, in partnership with management, of Insight 2 Design, LLC and affiliates (collectively “Insight 2 Design,” “I2D,” or the “Company”). The transaction closed on November 30, 2021. I2D represents Fund IV’s third platform investment in the outdoor industry and the fifth platform investment in the outdoor industry across all Clearview funds. I2D also represents the third platform investment Fund IV has made in collaboration with Vertikal Brands, a holding company established by Clearview Capital in partnership with, and managed by, former members of the Battenfeld Technologies management team, to pursue the acquisition of premium brands in the outdoor industry.

Headquartered in Overland Park, KS, I2D is a rapidly growing supplier and product development partner to several of the world’s largest outdoor product brands and retailers. I2D’s portfolio of proprietary brands and comprehensive suite of product development and merchandising solutions help solve key pain points challenging retailers while elevating brands, both in-store and online. 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 solution for all I2D’s customers’ camping category needs.

The Company will continue to be led by Nick Vaughn, Co-Founder and CEO, who retained a significant equity stake in the recapitalized business. Several other key members of the management team made investments alongside Fund IV and Mr. Vaughn.

“We are excited to be partnering with Nick and the rest of the Insight 2 Design team,” said Matthew Blevins, Managing Partner of Clearview Capital. “Insight 2 Design is uniquely positioned to capitalize on the favorable underlying demand tailwinds within the large and growing camping market. The Company’s valuable brand portfolio, extensive product design expertise and deep relationships with customers and factory partners create a differentiated position in the market that will facilitate meaningful growth for years to come.”

“We were looking to create a partnership that would embrace our core values and customer-centric approach while also investing in our team through the next stage of growth, and we believe we found that partnership with the Clearview and Vertikal Brands teams,” said Mr. Vaughn. “The expertise and resources that Clearview and Vertikal bring to the table are the perfect fit for I2D and will help maximize the potential of our already thriving brand portfolio.”

“We were immediately impressed with the experience and strength of I2D’s leadership team as well as their reputation for developing innovative, high-quality products,” stated Jim Gianladis, Chief Executive Officer of Vertikal Brands. “The Vertikal team’s industry experience is highly complementary with the Company’s go-forward strategy, so we are excited to contribute to the successful foundation that the I2D team has built.”

I2D is the tenth platform investment in Fund IV, a \$550 million committed fund raised in 2018. Clearview’s other current holdings in the outdoor industry include New Revo Brand Group, LLC d.b.a. Real Avid, a designer and supplier of premium-branded, DIY shooting accessories for outdoor enthusiasts; Higdon Outdoors, LLC, a designer and supplier of premium-branded hunting and pet accessories; and Nielsen-Kellerman Co., a designer and manufacturer of premium environmental and athletic performance measurement instruments.

In addition to its outdoor industry holdings, funds managed by Clearview Capital have invested in numerous businesses across several sectors. The funds’ investments include Next Net Media, LLC, a digital marketing solutions provider focused on search engine optimization for small businesses; LTC Consulting Services, LLC, a leading provider of revenue cycle management, finance, and other office management services to skilled nursing and other healthcare facilities; Infinity Worlds and Belmont Partners (collectively “I+B”), a leading provider of retail sales and marketing services to emerging brands and private label manufacturers; MBI Industrial Medicine, Inc., a provider of occupational injury care services; Capitol Imaging Services, LLC, a provider of outpatient diagnostic imaging services; Workforce Solutions, a provider of management consulting services focused on organizational improvement, leadership development, communications and advocacy for a broad array of clients; Apothecare Pharmacy, LLC, an institutional pharmacy targeting the behavioral health sector; UpSwell, LLC f.k.a. Mudlick Mail, LLC, a data-driven direct mail and related marketing solutions provider; Orchard & Vineyard Supply f.k.a. Wilson Orchard & Vineyard Supply, a provider of orchard and vineyard supplies and solutions, and outsourced vineyard management services; Elevation Labs f.k.a. Northwest Cosmetic Labs, a formulator and manufacturer of cosmetic and skin care products for prestige brands; Derby Building Products, Inc. f.k.a. Novik, Inc., an innovator, manufacturer and distributor of polymer building products; and Child Health Holdings, Inc. d.b.a. Pediatric Health Choice, the country’s largest operator of prescribed pediatric extended care (“PPEC”) centers for medically complex children.

SENIOR TEAM

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Calvin A. Neider	Managing Partner & Founder
William F. Case, Jr.	Managing Partner
Matthew W. Blevins	Managing Partner
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Overland Park, KS

has been recapitalized by



and Management

in collaboration with

