



**NEWS**  
FOR IMMEDIATE RELEASE

## **Creative Brands Acquires Slant Collections**

**PHOENIX (May 20th, 2019)** – Creative Brands of Phoenix, AZ has acquired the renowned Slant Collections brand of San Francisco, CA. from the Pacific Market International (PMI) private equity group.

Slant Collections was founded in 1994 by Mark Towery and Leslie Miller in San Francisco, CA in response to specialty gift retailer’s growing demands for innovative party goods and private label custom hydration products.

For the last twenty-five years Slant Collections has solidified its position as the market leader in beverage napkins, coffee mugs, wine glasses and water bottles that differentiate the firm in the marketplace. The key to the Slant Collections success has been its imaginative product groupings, incorporating trend savvy designs with original type fonts and leading-edge packaging.

“I am very pleased to see this transition of the Slant Collections business to an accomplished gift industry leader who places as much value on customer service as they do to original graphic art. Creative Brands shares the vision for Slant Collections and understands the specialty gift retailer’s needs. This team is well versed with the needs of our industry and can help grow this brand in all channels of distribution,” said Mr. Randy Eller, President of Eller Enterprises, who acted as a strategic advisor in the transaction to Creative Brands. “With the Creative Brands resources, and the help of their field sales force, telemarketing staff and sophisticated web presence, I firmly believe Slant Collections will continue to grow profitably and offer their customers the highest quality products and superior customer service that our industry has come to expect.”

Creative Brands, a division of the CBC Group, was founded in 1948, and is a distribution, importing and manufacturing firm with six distinct brands selling to an assortment of retailers across the country.

Recent acquisitions include **Heartfelt, Santa Barbara Design Studio, Stephan Baby and 47<sup>th</sup> & Main**. In addition, the **Faithworks** and the **Let’s Light it Up** brands round out their gift offerings to the specialty gift market.

Paul DiGiovanni, President of Creative Brands, said, “We are thrilled to acquire the wonderful Slant Collections brand and look forward to not only growing the business but enriching and nurturing the brand impression. We would like to build upon the combined vision and hard work of both Leslie Miller and Mark Towery to build this distinctive gift brand and we look forward to offering this unique grouping of quality products to our customer base while getting to know all the new customers of the Slant Collections.”

Creative Brands, a division of the CBC Group, is headquartered in Phoenix Arizona with manufacturing facilities, a call center and a distribution center in Lewisburg, TN and offices in Hong Kong, Ningbo, China and Manila, Philippines. ([www.cb-gift.com](http://www.cb-gift.com))

MEDIA CONTACT: Brian Schroeder  
Vice President of Sales & Marketing  
(513) 608-3080  
[bschroeder@cb-gift.com](mailto:bschroeder@cb-gift.com)