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PNC Erievue Capital Invests in Insight 2 Design



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In Collaboration with



Subordinated Debt &
Equity Co-investment

Recapitalization Financing

PNC Erievue Capital recently completed an investment in Insight 2 Design, LLC and affiliates (collectively “Insight 2 Design,” “I2D,” or the “Company”) in connection with Clearview Capital’s recapitalization of the Company in partnership with Vertikal Brands and management. PNC Erievue Capital provided subordinated debt and an equity co-investment in the transaction.

Vertikal Brands is a holding company established by Clearview Capital to pursue the acquisition of premium brands in the outdoor industry. Vertikal Brands was created in partnership with and is managed by the former executive team of Battenfeld Technologies, a successful prior Clearview Capital and PNC Erievue platform investment. I2D represents the third platform investment completed by Vertikal Brands and Clearview Capital supported by PNC Erievue over the last 18 months, after the acquisitions of Higdon Outdoors and Real Avid in 2020.

About Insight 2 Design

Headquartered in Overland Park, Kansas, 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.

About PNC Erievue Capital

PNC Erievue Capital is a Cleveland, Ohio-based investment firm that provides any combination of subordinated debt, preferred and common equity co-investment to private, middle-market companies located in North America. PNC Erievue currently manages investments in approximately 40 platform companies and seeks to invest between \$5 million and \$50 million to finance leveraged buyouts, recapitalizations, and growth opportunities. Since our inception in 1979, PNC Erievue Capital has completed 258 platform investments, including 228 with middle market private equity sponsors.