

NEWS RELEASE

Brook & Whittle Announces Acquisition of Label Impressions

Transaction Expands Brook & Whittle's Geographic Presence to the West Coast

NEW YORK, JUNE 18, 2020 – Brook and Whittle Holdings, Corp. (“Brook & Whittle”), a leading provider of sustainable pressure sensitive and shrink sleeve prime labels, today announced the acquisition of Label Impressions, Inc. (“Label Impressions”). Based in Orange County, California, Label Impressions is a well-established provider of unique printed label solutions that has deep partnerships with leading brands and customers in growth-oriented segments of household and personal care, premium beverage, beauty and cosmetics, nutraceuticals, food, cannabis, amongst other end markets.

The addition of Label Impressions’ West Coast presence to Brook and Whittle’s strong existing footprint in the Northeast, Midwest and South results in a coast to coast U.S. manufacturing network to better serve customers’ needs. Label Impressions also introduces a number of new manufacturing capabilities to Brook & Whittle including sachets and packets, stand up pouches, security labels, smart packaging, protective packaging, and augmented reality. Similar to Brook & Whittle, Label Impressions is highly focused on sustainability and the partnership will leverage best practices to create industry leading sustainable solutions.

“Label Impressions is a very exciting business that we are thrilled to acquire. We have uniquely aligned cultures focused on market leading innovation, which we believe will result in a very productive partnership,” stated Mark Pollard, CEO of Brook & Whittle. “We are eager to combine our efforts on product development and sustainable packaging solutions. Jeff and his team have built an amazing company that truly parallels Brook & Whittle’s vision and strategy, and I look forward to working with them to better serve our customers together.”

Label Impressions’ sole owner, Jeff Salisbury, has run and significantly grown the business since 2005 when he took over for his father, Ted Salisbury, who founded Label Impressions in 1988. Jeff will join the Brook & Whittle team and continue to be a shareholder. “Jeff has driven remarkable growth at Label Impressions over the last 15 years, and we are extremely excited for him to join our team. Jeff will be a very strong asset in continuing our successful innovation strategies, and I look forward to working with him in further expanding our offerings to better serve our customers,” stated Mark Pollard. Jeff will be the voice of the customer inside Brook & Whittle’s innovation team, communicating and coordinating the needs of the customer to ensure the solutions are tailored for success and deliver a unique value proposition. “We have a strong history of consistent quality, technical expertise and innovation,” added Jeff Salisbury. “This partnership will further enhance our value proposition to customers, and we are excited to bring our insights to the Brook & Whittle team.”

Label Impressions’ facility leadership team and employees will continue to be responsible for the site’s day-to-day operations. “The strong core values held by both Brook & Whittle and Label Impressions are remarkably similar. I truly believe that our organizations will thrive together,” added Jeff Salisbury.

Brook & Whittle is majority owned by private equity firm Snow Phipps Group, L.L.C. (“Snow Phipps”). This acquisition is the third add-on transaction that Brook & Whittle has completed since Snow Phipps’ initial investment in October 2017. Brook & Whittle acquired Prime Package & Label

in November 2018 and Croydon in May 2020. “We are pleased to have the opportunity to partner with Label Impressions and are enthusiastic about our future together,” said Don Sturdivant, Chairman of Brook & Whittle and Operating Partner at Snow Phipps. “Label Impressions’ West Coast manufacturing presence will allow us to more effectively serve and manage our growing customer base.”

“We will continue to enhance the Brook & Whittle platform through significant investment, organic investment and highly synergistic acquisitions such as Label Impressions.” added Gerald Sheehan, Partner at Snow Phipps.

About Brook & Whittle

Brook & Whittle is a leading technically-oriented North American manufacturer of premium prime label solutions with highly differentiated capabilities, entrusted by some of the largest global brands. The Company provides pressure sensitive labels, shrink labels and medical packaging, with a focus on sustainable packaging solutions and decorative effects requiring significant technical expertise. With a heritage rooted in product development and comprehensive in-house manufacturing operations, the Company draws on its wide variety of specialized printing expertise, including flexographic, rotogravure and digital, to create unique decorated labels across a range of substrates. Brook & Whittle operates seven production facilities in North Branford, CT, Guilford, CT, Amherst, NY, Croydon, PA, St. Louis, MO, Nashville, TN and Orange, CA. To learn more about Brook & Whittle, visit www.brookandwhittle.com.

About Label Impressions

Label Impressions is a producer of pressure sensitive, shrink sleeve and flexible packaging solutions serving the household personal care, beauty, beverage, nutraceutical, food and healthcare end markets, among others. Label Impressions is located in Orange, CA. For more information, visit www.labelimpressions.com.

About Snow Phipps Group

Snow Phipps is a private equity firm focused on lower middle-market control investments with \$2.8 billion of total capital commitments raised since its founding in 2005. The firm generally focuses on companies in attractive sub-sectors across the Industrials, Services and Consumer industries and targets platform investments with enterprise values ranging from \$100 million to \$500 million. The Snow Phipps investment team collaborates with its Operating Partners and portfolio management teams to create value through an operationally focused strategy often led by organic or acquisition-driven growth. To learn more about Snow Phipps, visit www.snowhipps.com.

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