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Generational Equity Announces the Acquisition of Something Unique, Inc. by Envision Tees

By **GENERATIONAL EQUITY**

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[Generational Equity](#), a leading mergers and acquisitions advisor for privately-held, middle-market businesses, is pleased to announce the acquisition of its client, Something Unique, Inc., headquartered in Denison, Iowa, by Envision Tees (Envision), headquartered in Dubuque, Iowa. The acquisition closed on January 26, 2016.

“We have been focused on growing our services offered and customers locally and regionally,” said Tom Rauen, owner of Envision.

“We’re extremely happy to offer existing clients of Something Unique with a great customer experience and look forward to serving the Denison area along with western Iowa,” Rauen said.

Something Unique offers custom apparel, awards, signs and promotional products to corporate clients, small businesses, schools and events.

Managing Director Michael Goss and his team, including affiliate Chris Barnard and Todd McGreevey, and Vice President Bryan Gooden, led the Generational Equity deal team that advised Something Unique on the transaction.

“Geography was going to be the largest challenge for finding a great fit for the business the Kitts had built,” stated Chris Barnard.

“Fortunately, Tom Rauen’s vision is statewide and the chemistry between the buyer and seller’s leadership styles as well as the Kitt’s strong client list made this a very strategic acquisition despite the geographic challenge.”

About Generational

Headquartered in Dallas, Generational is one of the leading M&A advisory firms in North America.

With more than 350 professionals located throughout 17 offices in North America, the companies help business owners release the wealth of their business by providing growth consulting, merger, acquisition, and wealth management services. Their six-step approach features strategic and tactical growth consulting, exit planning education, business valuation, value enhancement strategies, M&A transactional services, and wealth management.

The M&A Advisor named the company Investment Banking Firm of the Year three years in a row, Valuation Firm of the Year in 2020, and North American Investment Bank of the Year in 2022 as well as Consulting Firm of the Year. For more information, visit <https://www.generational.com>.



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