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Designer Sign Systems Acquired By Private Investor

[Generational Equity](#) announced the sale of its client, Orientations Inc. dba Designer Sign Systems, to a private investor. The acquisition closed April 18, 2017. Details were not disclosed.

[Designer Sign Systems](#) designs and manufactures custom architectural interior as well as exterior signage. The company also offers wayfinding, design/build, installation, consulting, reorder fulfillment, and other related services. DSS is based in Blaine,

Minnesota, outside of Minneapolis, with a regional office in Columbus, Ohio. The company serves clients nationally in a variety of industries, including corporate, healthcare, architectural, educational, hospitality, government and retail.

The private investor is an Ohio native and has held numerous positions within the architectural and design industries, ranging from project management to tenant improvement. After seeing growth potential in DSS, the individual decided to pursue the acquisition.

“Building Designer Sign Systems into a successful nationally recognized organization where people have the opportunity to excel has been my passion,” stated Kathy Brown Zerwas, Designer Sign Systems CEO. “I’m excited to have another strong successor with passion and entrepreneurial spirit lead the Company and team forward.”

"We had many options, but Designer Sign Systems was clearly the best as it is full of opportunity and growth with a great team in place," added the new CEO. "We are thrilled to step in after a very successful year."

Generational Equity Managing Director [Michael Goss](#) and Vice President Bryan Gooden successfully closed the deal. Generational Equity Senior Managing Director [Roger Dean](#) established the initial relationship with DSS.

“Every successful deal closing hinges on seller and buyer dynamics, in addition to the right deal terms. In many ways, both parties shared similar personalities and business acumen, which certainly played a large role toward a smooth closing,” stated Goss and Gooden

“With the purchaser starting her new journey and the buyer leaving behind a legacy, there is no doubt DSS will continue to thrive under new ownership. There couldn’t have been a better match! We wish the best for all parties.”

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