



Boston Office:  
800 South St., Ste. 160  
Waltham, MA 02453  
617.589.4300

Dallas Office:  
2021 McKinney Ave., Ste. 1950  
Dallas, TX 75201  
214.661.1290

San Francisco Office:  
101 Montgomery St., Ste. 1300  
San Francisco, CA 94104  
415.446.9441

MHT Partners announces that Techstyles Sportswear (“Techstyles”), a supplier of premium resort and destination apparel and accessories for men, women and children, has been acquired by Charles Products Inc. (“CPI”), the leading provider of custom merchandise to the souvenir industry. Charles Products is a portfolio company of Kian Capital. MHT Partners served as exclusive advisor to Techstyles in this transaction.



The combination of CPI and Techstyles creates a one-of-a-kind player in the industry, with the broadest product suite created by the largest and most versatile in-house creative art department and supported by a high-touch sales and customer service team. CPI is led by Chief Executive Officer Glen Heitmann, who has been with the company for 28 years and has a long track record of success in the industry. Lisa and Jon Bruml will retain a significant minority equity stake and stay actively involved in day-to-day operations post-closing, with Jon Bruml serving as the President of the Techstyles division.

“I am very pleased to be joining the CPI team,” Jon Bruml said. “As Lisa and I were considering alternatives, we were immediately drawn to CPI for its shared values with Techstyles, including high-quality products, unique and differentiated artwork and strong commitment to customer service. Glen’s leadership and reputation in the industry made our decision an easy one. We commend MHT Partners for their hard work and dedication to closing this extremely successful transaction for us. Their deep knowledge of our industry and transaction expertise were the key drivers to our successful outcome.”

Glen Heitmann said, “We at CPI are thrilled to be partnering with Jon and Lisa in this next phase of our company’s growth. By combining Techstyles’s capabilities in apparel with our expertise in hard goods, we can offer each of our customers an enhanced and unified merchandise program to help them drive retail sales. We are impressed by what Jon and Lisa have built at Techstyles and will be careful to preserve the culture that has made Techstyles so successful.”

Patrick Crocker, Co-founder and Managing Director at MHT Partners, states, “We’re thrilled we were able to drive this process to a fantastic outcome for our client as this partnership is both a strategic and cultural fit for all parties. This transaction is a great result for not only the Techstyles and CPI teams but also for their customers and end consumers.”

Tara Smith, COO and Director at MHT Partners added, “It was an honor working with Jon and Lisa and the Techstyles team, and we look forward to their continued success.”

#### **About MHT Partners**

MHT Partners is a national middle market investment bank focused on representing innovative leaders in growth markets. The team at MHT Partners assists clients with seller advisory, acquisition advisory, corporate finance and strategic advisory assignments across a range of dynamic and growing industry verticals: business & information services; education; healthcare services and

consumer growth. For more information, please visit [www.mhtpartners.com](http://www.mhtpartners.com).

**About Techstyles**

Techstyles, based in Hayward, Calif., provides a broad mix of contemporary t-shirts, sweatshirts, hats, other apparel and stickers that feature creative and imaginative custom graphics and embroidery printed on top-quality garments and fabrics. Techstyles has a large and diverse customer base comprising independent retailers located at resorts, national parks, zoos, breweries and other destinations. Techstyles was owned by Lisa and Jon Bruml, who acquired the business in 2004. For more information, please visit [www.techstyles.com](http://www.techstyles.com).

**About Charles Products Inc.**

Charles Products Inc. is a provider of specialty designed custom merchandise to prominent tourist attractions including zoos, museums, aquariums, theme parks, notable locations and other gift shops. The Company offers a broad range of custom, high quality products with unique themed programs. The Company has an experienced and talented in-house creative team that has a proven track record of designing industry-leading artwork for its more than 1,000 customers. Charles Products Inc. was founded in 1952 and is headquartered in Rockville, Maryland. For more information, please visit [www.charlesproducts.com](http://www.charlesproducts.com).

The MHT Partners team was led by [Patrick Crocker](#), [Tara Smith](#) and [Tom Gotsch](#).