



**Posterloid.**  
A Division of  
Visual Graphic Systems Inc.

## IMMEDIATE RELEASE

**Contact:**

Craig Ruvere  
cruvere@vgs-inc.com  
201-528-2238

### Visual Graphic Systems, Inc. Acquires Posterloid Corporation

**June 24, 2013** - [VGS](#), a leading national signage and visual display products manufacturer, has acquired Posterloid's business. [Posterloid](#) is a leading producer of menu boards and display products for quick serve restaurants, financial services and hospitality locations.

Following an orderly transition over the next several months, Posterloid's operations in Long Island City, NY will be consolidated into VGS' 100,000+sq. ft. manufacturing and distribution facility located in Carlstadt, NJ, approximately 15 miles away from Posterloid's existing facility. This consolidation will significantly expand VGS' already impressive portfolio of products and services. Together, the two businesses have over 90 years of combined experience in the design, manufacturing and servicing of a broad range of signage and display products and systems to some of the most well-known operations and clients in the U.S.

The acquisition expands VGS' [signage and merchandising systems](#) with the addition of new countertop displays, kiosks and information systems, way-finding programs and much more. VGS' digital offerings will grow as well. VGS's [Simplicity™ Mobile](#), a brand new digital menu board app for mobile devices officially launched at the 2013 National Restaurant Association (NRA) Show, will expand to include Posterloid's full enterprise digital solution.

Posterloid will also add to VGS' offerings and full-service drive-thru systems, including custom designed drive-thru menu boards, preview boards, wingers and order confirmation systems.

"We are very excited about this acquisition and the synergies between the two businesses. Our combined products and services enhance our current portfolio, creating an extremely well-rounded offering and one stop design, build and install capability for our existing and new Posterloid customers as well," explained Patrick Benasillo, Vice President of VGS.

Paul Theodore, CEO of VGS, added: "The close proximity of Posterloid's Long Island City operation to VGS' location in Carlstadt, NJ and the planning that has gone into the transition will make this consolidation seamless and even more efficient to our combined customers. Posterloid's core management, design and marketing team will join and strengthen VGS. Marc Cestaro, Posterloid's President, has been named VGS' Vice President of Operations and will be responsible for all of VGS' operations."

VGS, as a full service manufacturer of next generation signage, also supplies complementary products to support [all-digital or hybrid menu board systems](#) such as [freestanding and countertop displays](#), wall and ceiling displays and station identification.

**Visual Graphic Systems Inc.**

[www.vgsonline.com](http://www.vgsonline.com)

330 Washington Ave | Carlstadt, New Jersey 07072 | t. 800 203 0301 | f. 201 528 0890 | e. info@vgs-inc.com



**Posterloid.**  
A Division of  
Visual Graphic Systems Inc.

VGS

## IMMEDIATE RELEASE

### About VGS

Headquartered in Carlstadt, NJ, Visual Graphics Systems, Inc. (VGS) is recognized as a leading innovator in the design and production of visual communication and marketing systems. VGS' business is unique in that VGS offers its customers turnkey services – from design to fabrication – with global project management capabilities. For over 30 years, VGS has designed, manufactured, and installed thousands of high quality, innovative architectural signage programs, brand development, digital displays, fixture systems, eco-friendly solutions and menu boards for a variety of industries, including corporate, food service, c-store, hospitality, entertainment, education and retail. For more information about VGS' products, projects and services, please visit [www.vgsonline.com](http://www.vgsonline.com) or contact VGS at [info@vgs-inc.com](mailto:info@vgs-inc.com).