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Holmes Custom acquires 47-year-old Detroit-Based Company: Blue Water Engraving and Rubber Stamps

Holmes Custom continues its growth strategy through strategic acquisitions.

JACKSONVILLE, Fla., Jacksonville, Florida --- Holmes Custom, previously Holmes Stamp & Sign, a Jacksonville-based provider of rubber stamps, custom signs, name tags, and personalized products for business and home use since 1954, has acquired a Michigan-based company, Blue Water Engraving and Rubber Stamps.

Blue Water began in 1970 as Pontiac Stamp, Stencil and Typesetting and was acquired by Dan and Cathy Cushard in 2004. Its growth over the years has been predominantly organic, stemming from referrals of clients and professionals in the Detroit-Metro area. A family owned business, Dan and Cathy were actively involved in all facets of the business. When they decided to sell, they selected Holmes because both companies believe Customer Service is a core value and they were impressed with Holmes passion to deliver quality personalized products. Blue Water does about 65% rubber stamps and 35% engraving. Top customers include Michigan schools & government credit union and Autoliv.

The acquisition by Holmes Custom signals further growth for the Company, set to do about \$10MM this year. CEO and Owner Bryan Croft, remarked, "The acquisition of Blue Water Engraving and Rubber Stamps is a natural one for us. We are always looking for ways to expand and grow our customer base and offer quality core business products like stamps and engraved materials."

Holmes Custom specializes in building e-commerce platforms that are easy to navigate and user-friendly for ordering. Currently, most Blue Water orders are placed via email, something that will change as they become integrated with Holmes Custom's easy to use online ordering system.

"Our customers can be rest assured that aside from ordering online, mostly all other things will remain the same," said Dan. "In fact, they will receive a wider range of product offering. It's a great opportunity as they will have more available to them. The integration is expected to be seamless."

Shipping times will also remain the same so customers can expect to receive their order in the same timely fashion. Blue Water has historically committed to shipping within 48 business hours to addresses in Michigan, while Holmes Custom ships next business day from Jacksonville, Florida. This will equate to receiving orders approximately the same time they would have with Blue Water.

The purchase of Blue Water Engraving and Rubber Stamps is the second one in 2017 for the Holmes Custom. They acquired Boston-based business Corporate Connection in March. Both signal the Company's strong position in the industry.

"People are always going to need name tags, signs, stamps and other business branding products," said Croft. "For this reason, we see the market potential and plan to continue investing in our technology and diversifying our customer base through acquisitions. We have big plans for the future!"

Find more about Holmes Custom at www.holmescustom.com or call toll free at 1-888-465-6373 or locally at 904-396-2291.