



HOLTHAUS

Enterprises

History of Business

Holthaus Enterprises is a signage and branding consulting firm, specializing in centralizing custom signage needs. Holthaus Enterprises has been developing since 2005 and came to fruition from natural progression as Meredith Holthaus, the companies' President, had been creating training materials for future Sales Consultants in the sign industry and user-friendly turnkey solutions for customers. Holthaus Enterprises offers complete signage project management capabilities and is comprised of two customer derived divisions, Streamline Signage and WallStick.com.

Streamline Signage is a website platform used to centralize the ordering process of signage. Streamline Signage intends to become the market leader in centralizing custom signage needs. WallStick.com is a product, which are life-size removable wall decals. WallStick was the original company and needed to be restructured into a larger company as the retail demand has not yet been established to operate financially successful on its own.

MANAGEMENT

Meredith Holthaus is 6th generation to the sign industry. While she grew up working for her family company, Holthaus Signs, she began her professional career as the Operations Manager of a startup, Pure Romance Inc.'s sister company, Spa Parties. Meredith worked directly with PR's department heads to create Spa Parties, an in-home party plan company offering an array of spa products (lotions, oils, scrubs, and natural healing products). This entailed brand, product and package creation, pricing to customer service. She also worked with Pure Romance's Operation Manager to review all of Pure Romance's operations procedures, organize operations relocation from a 10,000 sq ft facility to a 40,000 sq ft facility anticipating for growth and assisted to implement a technology based transaction method.

It was not long until she was brought back into her family sign company Holthaus Signs. As Ms. Holthaus grew up making signs, she started back as a Sales Consultant and worked her way into being the Director of Business Development. She worked directly with architects, engineers, and construction companies on high profile construction projects. After three years with the family company she discovered additional opportunities in the sign industry, specializing in online solutions. The owners of Holthaus Signs agreed it would be mutually beneficially for Ms. Holthaus to venture on her own to help customers facilitate a streamlined method of ordering signs, through specialized programs and a unique website platform. It was then Holthaus Enterprises was established.