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Perennials and Sutherland Announces a New Partnership

Perennials and Sutherland positions itself for growth

Dallas, Texas – February 5, 2019 — [Perennials and Sutherland, LLC](#), leader in the international design industry and the preeminent provider of luxury furniture, performance textiles and accessories, has announced a new financial partner with Bertram Capital, a private equity firm based in San Mateo, California.

“We are truly excited to partner with Bertram Capital to help us pursue our next phase of growth, further solidify our leading market position and strengthen our operations. The Bertram team differentiated itself in the sale process through its clear understanding of our brand, our products and the favorable adoption trends in our market, along with their enthusiasm for our growth potential, and the technology capabilities that their Bertram Labs platform can bring to our business. We look forward to our new partnership with Bertram and our shared vision for the future of Perennials & Sutherland.” said Ann Sutherland, Co-founder & CEO of Perennials & Sutherland.

“Our dedication to the highest design aesthetic and performance capabilities have resonated with our clients and we have been fortunate to have grown significantly over the past few years.” said David Sutherland, Co-founder & Chairman of Perennials & Sutherland.

The company credits its success over the years to its clients and retail partners’ continued support of their commitment to bringing a fresh point of view to design through refined collections for casual contemporary living both indoors and out. With owned production facilities in San Luis Potosi, Mexico and Gujarat, India, the company works with new materials and innovative methods of manufacturing and craftsmanship to bring products to the market they deserve.

“Perennials & Sutherland has established itself over the past two decades as a clear leader in an attractive and high-growth market” said Tim Heston, Partner at Bertram Capital. “We believe the Company’s compelling growth and market position are representative of its superior product offering, differentiated design and manufacturing capabilities, and entrenched relationships within the trade and retail channels. We are excited to continue supporting and expanding those customer and supplier relationships, those manufacturing and design capabilities, and the unique product offering that make Perennials & Sutherland so special in its industry.”

Jeff Drazan, Managing Partner of Bertram Capital, noted, “Perennials & Sutherland represents exactly the type of business Bertram Capital seeks to partner with: a market leading company in a niche sector, benefitting from strong secular tailwinds, and in a position where Bertram Capital can assist the Company in reaching its next phase of growth.”

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About Bertram

Bertram Capital is a private equity firm with over \$1.4 billion in committed capital targeting investments in lower middle market companies. In addition to supplying strategic growth capital, Bertram Capital leverages proprietary processes and services, Bertram High-5SM and Bertram Labs, to empower its portfolio companies to unlock their full potential. The Bertram High-5SM is an operationally-focused value creation strategy, which includes supporting management, implementing operational initiatives, acquiring complementary businesses, enhancing sales and marketing efforts, leveraging technology and IP. The cornerstone of this strategy is Bertram Labs, its in-house technology team, which drives growth and value through digital marketing, e-commerce, big data and analytics, application development and internal and external platform optimization. Visit www.bertramcapital.com for more information.

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About Perennials and Sutherland, LLC

The Perennials and Sutherland, LLC companies are icons and acknowledged leaders in the international design industry. Chairman of the Board David Sutherland and CEO Ann Sutherland share an ingenious talent for curating the finest interior and exterior collections of luxury furniture, fabrics, rugs and accessories. Based in Dallas, Texas, the company is comprised of Sutherland Furniture, Perennials Luxury Performance Fabrics and David Sutherland Showrooms.

Perennials Fabrics is recognized by interior designers and high-end retail customers as the leader in luxury performance fabrics. Perennials Fabrics and Perennials Luxury Performance Rugs combine the look and feel of high-quality, natural materials with the superior performance properties of their genuine 100% solution-dyed acrylic fiber technology. View the full collections at perennialsfabrics.com.

Sutherland Furniture is a world leader in luxury outdoor furniture for modern lifestyles. The company has created the preeminent furniture brand through partnerships with the world's leading designers, along with utilizing the highest quality materials. View the full collections at sutherlandfurniture.com.

David Sutherland Showrooms are full-service, multi-line showrooms which serve the professional design market in showrooms and studios across the United States. For more information and locations, visit dauidsutherlandshowroom.com.