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GENESIS ACQUIRES VSG, ANNOUNCES NAME CHANGE

APPLETON, WI – June 12, 2014 – Genesis Brand Design, formerly gen-Nth Brand Design, a vertically integrated brand strategy company, has announced the acquisition of Visual Solutions Group (VSG), in Santa Ana, CA.

This new location is to be named genesis Brand Design and will be located in the former site of VSG in the Art District of Santa Ana, CA. VSG founder, Dan Plomin, will remain with the company in a sales capacity. According to Plomin, “It is exciting for VSG’s clients to now benefit from genesis’ offerings and expertise, it made the decision to be a part of the genesis’ west coast expansion an easy one for me.”

VSG clients will experience an expanded service offering including brand strategy, package design, 3-d visualization services and access to a broader range of digital print services. Genesis’ level of digital expertise and diversity will fill a niche within the vibrant West Coast market.

The name change from gen-nth Brand Design to genesis Brand Design simplified the identity and better reflected the direction of this rapidly growing agency. Lori Jepson, Brand Services Manager, states “ The definition of genesis is the creation of something, which we felt was appropriate as we begin to expand our service offering and growth into new markets.” This new location is the latest expansion of parent company OEC Graphics’ branding division.

Genesis offers full branding services, with a strong premedia expertise. Other specialties include custom built workflow management solutions and display graphics/in-store messaging capabilities. Genesis is a division of OEC Graphics, Inc. For more information visit: <http://www.oecgraphics.com>

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