



**PRESS RELEASE  
FOR IMMEDIATE RELEASE**

**UNITEDFORGROWTH, LLC AS PART OF ITS GROWTH STRATEGY  
ANNOUNCES THE ACQUISITION OF DALLAS, TEXAS-BASED COMPANY NORVANIVEL USA, LLC**

**Chardon, OH, January 21, 2022** – UnitedForGrowth, LCC (“UFG”) is pleased to announce the acquisition of NorvaNivel USA, LLC (“NorvaNivel”) effective January 20, 2022. NorvaNivel was founded in 2017 by Jolene and Avron Levin on the successful heels of a similar business in Australia. NorvaNivel primarily serves the educational market, selling through a multi-channel strategy to K-12 schools and higher education institutions. NorvaNivel is a leading designer and manufacturer of premium functional, flexible, and modular furniture. NorvaNivel’s unique design approach supports evolving teaching practices and helps create innovative and dynamic learning environments.

Jolene Levin, President and co-founder of NorvaNivel will continue to lead NorvaNivel going forward. Ms. Levin will be instrumental in the execution of UFG’s strategy to expand its business and operations internationally, further develop our presence in the educational market, and diversify our future markets to include hospitality and consumer. Avron Levin, Creative Director and co-founder of NorvaNivel, will have an expanded role by engaging all UFG subsidiaries to develop and launch a broad, expanded range of industry leading and highly differentiated product offerings.

“This acquisition is consistent with our growth strategy in support our over 100,0000 direct and wholesale channel customers, while expanding internationally and in other markets as part of our diversification strategies,” said Mark C. Lewis, CEO and President of UnitedForGrowth, LLC.

Ms. Levin said, “Joining forces with UFG, creates immediate synergies and opportunities to better serve our customers, leverage our brands, expands capital resources, and accelerates new product development, channel growth and market development. Teaming up with UFG creates the platform to drive additional sales opportunities for our team, expands our customer base and helps de-risk seasonal dependencies. Avron and I, as shareholders, are very excited to have the support we need to build NorvaNivel and participate in the overall leadership of such a vibrant, growth-oriented team at UnitedForGrowth.” Ms. Levin also states “we are out to transform the world of educational spaces and relentlessly exploring new ways to design learner-centered where not one, but every child is engaged and every educator is empowered”



**About United For Growth:** United For Growth, LLC, headquartered in Chardon, Ohio, led by an experienced industry management team is a national brand and holding organization as part of a strategic organic and acquisition plan that includes leveraging industry experienced operating leadership managing a family of operating companies that deliver products and services to the educational, commercial and consumer markets. Our operating companies distribute product/brand categories consisting of educational, commercial furniture, small and home office furnishings, restroom partitions, lockers, visual display products, LED lighting retrofits, fixed seating, floor protection (mats, glides, casters), accessories and all repair parts serving over 100,000 customers currently in the United States and plans to expand internationally. [www.unitedforgrowthinc.com](http://www.unitedforgrowthinc.com)

**About NorvaNivel USA:** NorvaNivel USA, LLC., a UFG operating company, headquartered in Dallas, Texas, was founded in 2017 by Jolene and Avron Levin on the successful heels of a similar business in Australia. NorvaNivel primarily serves the educational market, selling through a multi-channel strategy to K-12 schools and higher education institutions. NorvaNivel is a leading designer and manufacturer of premium functional, flexible, and modular furniture. NorvaNivel's unique design approach supports evolving teaching practices and helps create innovative and dynamic learning environments. NorvaNivel's broad, market proven product portfolio consists currently as a family of over 150 products, comprising of 137 collections. At NorvaNivel we design learner-centered educational spaces and products that foster engagement and inclusion for not just one, but every student from Pre-K through Higher Education. For more information see [www.norvanivel.com](http://www.norvanivel.com)

**About Shiffler Equipment Sales:** Shiffler Equipment Sales, Inc., a UFG operating company, headquartered in Chardon, Ohio, was founded in 1972 as a family-owned business by William Shiffler, a former schoolteacher, to provide parts and services to the educational market. Today, Shiffler, the original UFG platform company, is led by an experienced industry management team that includes the company co-founder John W. Shiffler, who has been actively involved with the operations for the past thirty-five years. Shiffler Equipment Sales acquired WhiteBoard Depot.com in 2016, Commercial Sales in 2018 and Youngs Catalog in 2019. All three of these strategic tuck-in acquisitions and their brands have been integrated into the operations to leverage the synergies and growth opportunities to expand its business from a product, market and demographic standpoint. The company is a national company of multiple brands that represents over three hundred of the highest quality vendor and OEM brands providing over fourteen-



thousand products, parts and services including furniture, glides and casters, restroom partitions, lockers, visual boards and accessories, buildings and grounds solutions, custodial supplies, safety and security solutions, energy efficient lighting solutions, and installation services throughout the United States. For more information on Shiffler Equipment Sales, Inc., see [www.shifflerequip.com](http://www.shifflerequip.com), [www.youngs-inc.com](http://www.youngs-inc.com), [www.whiteboarddepot.com](http://www.whiteboarddepot.com).

**About Martin Public Seating:** Formed in 1976, in Seville, OH, a UFG company, operates as a project-based distributor serving primarily the educational market with a solid reputation of supplying schools their classroom furniture throughout the state of Ohio, Pennsylvania and Kentucky. The Company works closely with architectural firms for renovations and new construction representing the leading industry vendors. Martin Public Seating offers personal guidance in the selection of a variety of furnishings, office and classroom furniture, fixed seating, classroom accessories, floor protection, restrooms, lockers, visual display products, safety and security solutions, energy efficient lighting and provides complete design, installation, and post-sales support. For more information see [www.martinpublicseating.com](http://www.martinpublicseating.com).

**About VIOTY, LLC:** Formed in July, 2020, in Chardon, OH and Agoura Hills, CA, a UFG operating company which has recently joined the UFG family with the investment and formation of UFG's newly formed subsidiary that is positioned with its experienced leadership talent that previously had launched an e-Commerce furniture distribution online sales division that grew from a start up to over \$500M in revenue in the emerging online market that provides furniture and other branded solutions to the explosive SOHO market.

**About Pedagogy, LLC:** Pedagogy Furniture formed in August, 2020 in Chardon, OH, a UFG operating company which has recently joined the UFG family with driving furniture design and leveraging manufacturing experts that have extensive experience in distribution and producing some of the most popular furniture components sold in the United States. Pedagogy Furniture and its Makertron product is the recipient of Ed Spaces People's Choice Innovation Award Winner in 2020. For more information see [www.pedagogyfurniture.com](http://www.pedagogyfurniture.com).

**About Shiffler Lighting Solutions:** Shiffler Lighting Solutions is an exclusive Lighting Retrofit Business Unit of Shiffler Equipment Sales, Inc. offering the most comprehensive line of indoor and outdoor energy efficient lighting solutions, including the latest LED lighting technologies from audit to install. The Shiffler Lighting Solutions team works closely with facility directors and business owners to assess their use of



NorvaNivel®  
*Give them space.*

eco-friendly lighting, while providing options to help convert to more efficient and environmentally friendly forms of indoor and outdoor lighting. For more information see [www.shifflerlightingsolutions.com](http://www.shifflerlightingsolutions.com).

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