

FOR IMMEDIATE RELEASE

Straight Line Design Announces Acquisition of Latsch's Floor & Kitchen Center of North Muskegon

Prominent West Michigan interior design company, Straight Line Design, has announced the addition of Latsch's Floor & Kitchen Center of North Muskegon to its portfolio of services as of April 14, 2023. The move represents a strategic partnership that is expected to bring several benefits to both companies.

With two current locations in Spring Lake and Holland, Straight Line Design is a well-established provider of kitchen and bathroom design, handling everything from cabinetry and hardware, to flooring and counters. By adding Latsch's Floor & Kitchen Center of North Muskegon to its portfolio, Straight Line Design is expanding its reach in the Lakeshore area. This will allow the company to not only serve a broader range of clients, but to also better service its existing clientele.

As the several-month integration process unfolds, the two companies will share best practices and learn from each other, leading to improved service, delivery and better customer experiences.

Straight Line Design and Latsch's share a commitment to customer-first values, community involvement, local ownership, providing an array of options, and being welcoming to all clients. Both firms believe in making it a "great place to work". This makes the partnership a natural fit for both companies. After the integration period is complete, Latsch's will be rebranded as Straight Line Design (North Muskegon).

The partnership is expected to result in operational efficiencies as well as offering a broader range of products to all three locations. In addition, it also represents an opportunity to recognize the contributions of the Latsch family, who have built and operated an excellent business over many years, establishing a reputation for quality and reliability in the community. The partnership offers a streamlined transition for the Latsch family to pursue retirement and enjoy the fruits of their labor. It also provides peace of mind knowing that their business legacy will continue under the reliable stewardship of Straight Line Design.

The acquisition of Latsch's Floor & Kitchen Center represents a significant step forward for both companies. With improved best practices, expanded coverage, and brand integration, the partnership is expected to enhance customer experiences and improve business performance. The Straight Line team looks forward to continuing to serve the West Michigan community!

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