

Plaid Enterprises Expands Arts & Crafts Industry Leadership with Acquisition of Fine Art Brand Arteza

Atlanta, GA – 3/20/25 – Plaid Enterprises, a leading innovator in the DIY craft industry, is pleased to announce that it has acquired select assets of Arteza, Inc., an exceptional fine art brand known for high-quality art supplies and a strong eCommerce presence. This strategic acquisition strengthens Plaid’s standing as a dominant player in the arts and crafts market and marks its entry into the fast-growing fine art category.

Arteza, a trusted name in the fine art industry, has earned a reputation for providing premium-quality paints, drawing tools, and creative essentials to millions of customers. These innovative products complement Plaid’s established portfolio of iconic brands like Mod Podge, Folk Art, Apple Barrel and more.

“This acquisition is a major milestone for Plaid as we expand into the fine art space,” said Tom Russo, Plaid President and CEO. “Arteza’s innovative product offerings, digital-first approach, and dedication to customer satisfaction align perfectly with Plaid’s mission to inspire and empower creativity. By combining our strengths, we will accelerate the introduction of unique new products.”

Plaid has a strong, ongoing commitment to innovation and meeting the diverse needs of creators. By integrating Arteza’s broad range of high-quality art supplies into Plaid’s portfolio, the company is well-positioned to further enhance its market leadership. The combination of Plaid’s robust distribution network and manufacturing expertise with Arteza’s exceptional product offerings will create exciting new opportunities for growth and allow Plaid to better serve the expanding demand for art supplies.

About Plaid Enterprises, Inc.

Founded in 1976, Georgia-based Plaid Enterprises is a leading innovator in the craft and DIY industry. Known for iconic brands like Mod Podge®, FolkArt®, Apple Barrel®, Delta Ceramcoat®, and Bucilla® Stitchery Kits, Plaid produces high-quality made-in-the-USA products and educational resources that help crafters bring their visions to life. For more information, visit [PlaidOnline.com](https://www.plaidonline.com).

About Arteza

Founded in 2016, Arteza is a leading provider of fine art supplies, offering a wide range of high-quality products designed for artists of all levels. Through its strong eCommerce presence and customer-first approach, Arteza has become a trusted name in the creative community.