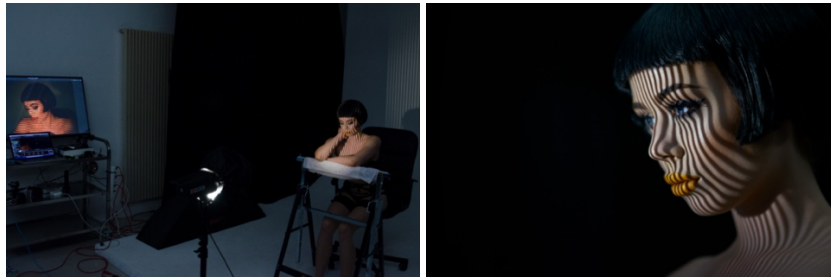


January 10, 2022

## Imaging Brands Acquires Specialty Lighting Brand Spiffy Gear

Acquisition will add Israeli-based company to growing portfolio that includes Tether Tools.



(Phoenix, Arizona) – [Imaging Brands](#), the designer and manufacturer of innovative photography and filmmaking equipment, announced today that it has acquired [Spiffy Gear](#). Founded in 2013 by entrepreneur Udi Tirosh, Spiffy Gear has focused on developing specialty lighting products for professional photographers and videographers.

The Spiffy Gear acquisition is part of Imaging Brands' strategic growth plans for the professional photo and video markets. Along with [Tether Tools](#), the Imaging Brands portfolio includes recognized brands such as [Frio](#) off-camera lighting solutions and [Smart Shooter](#) tethering software. Spiffy Gear's line of specialty lighting products will expand the organization's commitment to improving the experience of image creation for professionals and enthusiasts.

"We saw an opportunity in Spiffy Gear to add a strong team to our platform and business model," says Josh Simons, CEO of Imaging Brands. "Udi Tirosh and his team have developed the Spiffy Gear brand and product lines with the shared mission of Imaging Brands, which is committed to providing exceptional solutions to make creators' lives easier."

Spiffy Gear's LED lighting products have grown in popularity among photographers, independent filmmakers and content creators. The combination of versatility and light quality help elevate creative opportunities with lighting in any application.



"I couldn't be more pleased with Spiffy Gear becoming part of Imaging Brands," shared Udi Tirosh, founder of Spiffy Gear. "I've long admired Tether Tools for the ingenuity of its solutions. Spiffy Gear products similarly have been created to offer story tellers continuous lighting solutions that are affordable, effective, and fun. Joining Imaging Brands will allow our collective teams to advance a shared purpose which is centered on improving every aspect of the image creation process so that photographers and videographers can create their best work."

As part of the deal, Spiffy Gear will start an Imaging Brands R&D branch in Israel. Udi Tirosh will assume the role of R&D and Israeli branch manager. For press enquiries or more information on Spiffy Gear and Imaging Brands, please contact [Jessica Sill](#).

**About Imaging Brands**

As a leader in product ideation and design, Imaging Brands partners with individual photographers, educators, suppliers and our global distribution network to solve real problems for creatives at all levels. The Imaging Brands portfolio is dedicated to supporting photographers and videographers in creating their best work. Imaging Brands portfolio includes recognized brands like Tether Tools, Frio and Smart Shooter, along with many other innovations the company plans to bring to the forefront of the industry over time. [www.ImagingBrands.com](http://www.ImagingBrands.com)

**About Spiffy Gear**

Spiffy Gear is an innovative lighting company based in Israel, specializing in creating newly designed LED lighting products for photographers, filmmakers, and vloggers. Since 2013, Spiffy Gear has developed versatile and innovative specialty lighting tools for creators in the photography and videography industries. Tens of thousands of Spiffy Gear products are currently in use on film and photography sets worldwide, bringing the best in creativity to filmmakers and photographers alike. [www.SpiffyGear.com](http://www.SpiffyGear.com)

CONTACT:

Jesica Sill

Partner Marketing Director

[Jesica.sill@imagingbrands.com](mailto:Jesica.sill@imagingbrands.com)