



PRESS RELEASE

Iowa-Based Tru Art Advertising Calendars Acquires Historic Calendar Company M Line Calendars

Iowa City, IA - January 30, 2026 - Tru Art Advertising Calendars (ASI 92255, PPAI 113720), an Iowa-based manufacturer of advertising calendars, has announced the acquisition of **M Line Calendars** (PPAI 113682), a company with more than a century of history in the production of advertising specialties and novelties, and began calendar production beginning in 1952.

M Line Calendars originated from The Meek and Beach Company, founded in 1901, and has long been recognized for its craftsmanship and reliability. The acquisition brings M Line's legacy under the Tru Art umbrella, ensuring continued production and support for customers while positioning the business for future growth.

"We see this as an opportunity to honor a remarkable history while investing in what comes next," said David Bywater MAS, of Tru Art Advertising Calendars. *"This acquisition strengthens our business, preserves industry knowledge, and reinforces our commitment to quality manufacturing."*

"We have worked with many distributors large and small, and we appreciate the opportunity to serve each and every one of them," said Jamie M. Beach of The Beach Company. *"The distributors in this industry gave us the opportunity to do the work we love to do for five generations over 73 years."*





The acquisition supports Tru Art Advertising Calendars' continued growth and investment in American manufacturing, while maintaining strong relationships with distributors and business partners nationwide.

About Tru Art Advertising Calendars

Tru Art Advertising Calendars is a U.S.-based promotional calendar manufacturer focused on quality, service, and long-term customer partnerships. The company has been serving distributors across the country since 1896 with products designed to keep brands visible all year long.

Celebrating 130 years of excellence.

www.truart.com

2800 Highway 6 East  Box 2060  Iowa City, IA 52244-2060  (319) 337-9623  FAX (319) 337-2301

