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# Troutman Pepper Assists OrderMyGear in Acquisition of BrightStores

## Platform Becomes Leading Online Store Provider for Group Commerce

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**NEW YORK** – Troutman Pepper client [OrderMyGear](#) (OMG), a leading online store platform for selling custom branded merchandise to groups, has acquired BrightStores, a top provider of online company stores for promotional product distributors. [Read a company press release about the transaction.](#)

The partnership brings together two market leading technology platforms in the team sporting goods and promotional products spaces. Together, the combined solutions will provide best-in-class technology designed specifically to meet the needs of promotional product distributors, apparel decorators, and team dealers as they grow their business online.

OMG is an industry-leading sales tool, empowering distributors, decorators, and dealers to create sleek, retail-like online stores for every customer – big or small. Since 2008, OMG has been on a mission to simplify the process of selling branded products and apparel to groups and improve the ordering experience.

Troutman Pepper's [Matthew Greenberg](#), [Taylor Bartholomew](#), [Michael Byrne](#), [Reid Oetting](#), and [Carmen Williams](#) advised OMG in the acquisition. OMG is a portfolio company of firm client Susquehanna Growth Equity.

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