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Windsor Marketing Group Expands in Suffield

Overview and Talking Points

Windsor Marketing Group Overview

Ensuring Shoppers become buyers at the Speed of Retail

Windsor Marketing Group's mission is to help retailers increase sales by developing, manufacturing and distributing in-store marketing programs that captivate shoppers and inspire them to buy. Founded in 1976, the company has grown from a two-man operation to a company of 120 associates serving some of the largest retailers in the nation. Windsor Marketing Group is committed to helping retailers make their stores easier to shop while improving the shopper experience through environmentally-friendly technologies and innovations.

Partnership with CT Department of Economic and Community Development

- State providing \$2 million loan to Windsor Marketing Group for expansion of Suffield location
- Growth of Windsor Marketing Group fits in with state economic development efforts focusing on retaining and recruiting companies that drive the state's economy
- Windsor Marketing Group required to maintain 125 employees within three years of receiving state financial assistance

Details about the Expansion

- 39,600 square foot addition to the current MarketSURE/Windsor Marketing Group facility located in Suffield, CT
- Broke ground in December, 2008
- Total project investment - \$7.1 million
- Located at Marketing Research Park – 100 Marketing Drive, Suffield, CT
- Strategically located near Bradley International Airport – increases our responsiveness and extends our manufacturing window –on a national basis
- Increases productivity and turnaround due to proximity to International airport
- Worked with government to find creative ways to complete the project in a very short period of time

Benefits of Project for Windsor Marketing Group

- Increases manufacturing space to accommodate the growing demand for our products
- Provides needed space for new technological equipment we have acquired – Impact Picture Signs™ (IPS) – one of only 4 in the world – only one in the US dedicated to our industry
- Increases production efficiencies and reduction of costs
- Expands loading docks – enabling Windsor Marketing Group to distribute more products in a more efficient manner



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Benefits of Project for Local Community and State of Connecticut

- Enables Windsor Marketing Group to hire additional labor – including technical personnel
- Allows Windsor Marketing Group to build in a farm community without adversely affecting the character of the community
- Increases efficiencies across the board and saves Connecticut jobs

Benefit of Project for Green Initiatives

- Increases space to house recycling equipment
- Increases recycling efforts that will contribute to the creation of alternative fuel cubes
- Allows Windsor Marketing Group the opportunity to install new technology in water filtration and purification for reuse in the production process
- Incorporates green principles into the new construction including hydrogen fuel cells and T5 lighting
- Facility allows us to move rapidly toward a zero carbon imprint

Quotes

“Working with DECD allowed us to strengthen our competitive position in this new economy and build our company without adversely affecting the character of the community.” Kevin Armata, CEO, Windsor Marketing Group

“Partnering with DECD enabled us not only to expand, but also to grow our reputation as a leader in innovation and productivity. By working closely with local and state government agencies, we were able find creative ways to complete the project in a very short period of time.” Kevin Armata, CEO, Windsor Marketing Group

“As we begin our expansion in Suffield, we are committed to growing in a way that will improve the quality of life of our associates, their families and our community as a whole.” Kevin Armata, CEO, Windsor Marketing Group

“Through this expansion project, we have an opportunity to demonstrate responsible community leadership by conserving energy, manufacturing products that minimize environmental impact, and working with suppliers who share the same high standards.” Kevin Armata, CEO, Windsor Marketing Group

“Being part of the Suffield community is a special privilege. Our responsibility is not only to contribute to the town’s economy, but also to act as a catalyst for civic involvement, social diversity, and environmental stewardship.” Kevin Armata, CEO, Windsor Marketing Group