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For Immediate Release

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Windsor Marketing Group's New State-of-the-Art Facility Goes "Deep Green" on Recycling and Sustainability

SUFFIELD, CT (November 30, 2009) – Windsor Marketing Group (WMG), the leading producer of in-store marketing programs for retailers announces the completion of its new green, state-of-the-art manufacturing and fulfillment facility located at 100 Marketing Drive, Suffield, CT.

"Waste Not Want Not" is the focus of the newly expanded 120,000 square foot facility. At the onset of the project, a Windsor Waste Management program was created to review output from the production process and monitor sustainability initiatives. The result of the program is a manufacturing process that continues the company's goal of recycling 100% of all waste paper generated during printing. Windsor Marketing Group dedicates 3800 square feet of plant's space to the creation of a centralized recycling center. Separate stations have been created for the collection of styrene, foam board, skid wood, and corrugated paper. In addition, the facility utilizes a Multi-Dicer to shred the styrene and foam board which is then blended, compacted and used to create Enviro-Cubes™, a clean renewable biomass fuel. "Everything that can be redirected from a land fill is redirected." states Kevin Armata, CEO of Windsor Marketing Group. "When reviewing our sustainability initiatives, we truly work hard everyday to take steps to go beyond green. The company motto is "Go Deep Green".

The new facility is part of Windsor Marketing Group's strategic plan for continuous improvements in sustainability. Earlier this year, the company engaged a national environmental consultancy, Green Marketing Inc. to perform a sustainability audit. Windsor Marketing Group received high marks showcasing its commitment to being an environmental leader. The new facility furthers this commitment by incorporating the following sustainability initiatives:

- The building incorporates T5 lighting resulting in vastly greater energy efficiency
- A time sensitive heating system is employed which automatically heats the facility when needed resulting in greater energy efficiency
- The facility's carbon filtration system completely changes out air six times an hour resulting in optimal air quality
- Pallets are made from recycled plastic and are therefore, durable rather than disposable as is the case with wood pallets
- 80% of all paper is Forest Stewardship Council Certified
- Environmentally-friendly soy based inks and UV printing technology are used to mitigate toxic emissions



Windsor Marketing Group

Windsor Marketing Group helps retailers increase sales by developing, manufacturing and distributing in-store marketing programs that captivate shoppers and inspire them to buy. Our clients include some of the most respected retail chains in the U.S. Established in 1983, our headquarters is located in Windsor Locks, CT (Hartford Area) with regional offices in West Palm Beach, Atlanta, and Baltimore.

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