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GOVERNOR

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Governor Rell Announces State to Assist Marketing Company's Expansion

Governor M. Jodi Rell today announced the state will provide a \$2 million loan to Windsor Marketing Group so the company can expand its Suffield location.

Windsor Marketing Group (WMG), which has facilities in Windsor Locks and Suffield, develops, manufactures and distributes in-store marketing programs for retailers. The company is committed to helping retailers and shoppers. The company is adding 39,600 square feet at its Suffield location in Marketing Research Park. The addition will expand WMG's footprint to house additional state-of-the-art printing and distribution operations. The expansion will also allow the company to continue to improve its substantial green initiatives.

"This project is great for Connecticut and even better for Suffield," said Governor Rell. "Windsor Marketing in the last 30 years has grown from a two-man operation with 10 clients to more than 120 people and more than 3,000 clients. Our economic development efforts are focused on retaining and recruiting companies like this. These success stories are driving the state's economy, putting our residents to work, and providing a steady, robust tax base for our cities and towns."

After declining an offer from Agawam, Mass. to relocate there, WMG broke ground on its addition in December. To assist in this \$7.1 million project, the Department of Economic and Community Development will loan the company \$2 million. WMG will be required to maintain 125 employees within three years of receiving financial assistance.

Kevin Armata, President and CEO of Windsor Marketing Group added "Working with Department of Economic and Community Development allowed us to strengthen our competitive position in this new economy. The partnership has enabled us not only to expand, but also to grow our reputation as a leader in innovation and productivity."

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