



June 19, 2018

**VIA FACSIMILE & OVERNIGHT MAIL**

Mr. William Zillmer  
Dislocated Worker Unit  
Department of Workforce Development  
P.O. Box 7972  
Madison, WI 53707  
Fax: (608) 267-2392

**VIA E-MAIL & OVERNIGHT MAIL**

Mr. Douglas Marklein  
City Council President  
City Hall  
P.O. Box 5005  
Janesville, WI 53547-5005  
markleind@ci.janesville.wi.us

**VIA E-MAIL & FACSIMILE**

Mr. Mark Freitag  
City Manager  
City of Janesville  
freitagm@ci.janesville.wi.us  
Fax: (608) 755-3196

Re: Permanent Closing of 401 South Wright Road Facility

Dear State and Local Officials:

We are giving you notice as of this date that Ariens Specialty Brands, LLC (the "Company") will be closing its facility located at 401 South Wright Road, Janesville, Wisconsin 53546. The Company has begun the process of winding down operations at this facility and anticipates that a complete closing will occur on or before December 31, 2018, but the Company will continue to employ five employees at remote locations until not later than March 31, 2019. As a result, the Company will be engaging in the separation of employees. The Company currently expects this closure will be permanent and will affect 141 out of 143 employees (two employees resigned prior to this notice).

No employment terminations will occur prior to August 20, 2018, but we anticipate that: 41 employees will be terminated by August 31, 2018; 15 employees will be terminated between September 14 and September 28, 2018; 80 employees will be terminated between October 1, 2018 and December 31, 2018; and the final 5 employees will be terminated between January 1, 2019 and March 31, 2019.

All impacted employees have been notified of their pending terminations and that such terminations will be permanent. With the exception of the two employees who already resigned, terminations will begin no earlier than August 20, 2018 and will be completed by March 31, 2019. Enclosed with this letter is a list of the job titles of positions to be affected by these terminations and the number of affected employees in each such job classification.

All employees (except for the two who resigned and 15 seasonal employees) will be offered severance packages. In addition, the Company will offer onsite outplacement services for all employees at a date to be determined. The employees of the Company are not represented by a union and do not have bumping rights.

Additional information concerning this matter can be obtained from Mark R. Olsen at (920) 756-4649. The information provided in this letter is based upon the best information available to the Company at this time. This letter is provided pursuant to state and federal laws that encourage employers who are not required to comply with the mass layoff notice statutes to nonetheless provide such notice. This letter should not be construed as an admission of coverage under these laws.

Should you have any questions, please feel free to contact me.

Sincerely,

ARIENS SPECIALTY BRANDS, LLC



Mark R. Olsen, CFO & Treasurer

<b>Position/Job Title Affected</b>	<b>Number Affected in Each Position</b>
Business Analyst II	1
Business Analyst III	1
Controller - Specialty Brands	1
Coordinator, Operations	1
Credit Specialist I	1
Credit Specialist III	1
Distribution Center Associate I	36
Distribution Center Associate II	7
Digital Marketing Specialist	5
Director, Creative & Content	1
Director, Digital Marketing & Sales	1
Director, HR & Customer Service	1
Director, Marketing Analytics & Circulation	1
Director, Planning & Logistics	1
Director, Product Management & Purchasing	1
Director of IT	1
e-Marketing Strategist	1
Embroidery Operator	1
End User Support Analyst II	1
Executive Assistant	1
Financial Accountant	1
Graphic Designer I	1
Key Accounts Specialist	5
Manager, Insight	1
Marketing Analyst II	1
Marketing Operations Specialist	1
Manager, Accounts Payable	1
Manager, Credit	1
Manager, Customer Service	2
Manager, Distribution Center	2
Manager, Email Marketing	1
Manager, Finance	1
Manager, Marketing Operations	1
Manager, National Accounts	2
Manager, Sales	1
Manager, Web	1
Office Support	5
Product Category Manager	3
Production Artist	1
Representative, Customer Service	21
Specialist, Accounting	2

Specialist, Customer Care	5
Specialist, Marketing Content	2
Specialist, Product Data	1
Supplier Relationship Manager	3
Team Lead, Customer Service	1
Team Lead, Distribution Center	5
Technical Product Support Specialist	2
Vice President, Marketing & Sales	1
Web Designer	1

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