



February 10, 2022

***Via Email and U.S. Mail***

Department of Workforce Development  
Dislocated Worker Unit  
P.O. Box 7972  
Madison, WI 53707  
[WIOATitleI@dwd.wisconsin.gov](mailto:WIOATitleI@dwd.wisconsin.gov)

Gurdip Brar  
Mayor, Middleton  
7426 Hubbard Avenue  
Middleton, WI 53562  
(608) 821-8359  
[mayor@cityofmiddleton.us](mailto:mayor@cityofmiddleton.us)

Re: Notice of Closure and Layoff

Dear Sir or Madam and Mayor Brar:

In accordance with any obligations under Wisconsin's Business Closing and Mass Layoff Law and the Worker Adjustment and Retraining Notification Act, this letter is to inform you that American Girl Brands, LLC. will be closing its entire employment site located at 8400 Fairway Place, Middleton, WI 53562 which operates a distribution center/warehouse, toy store, and American Girl's corporate offices. As a result, 54 regular employees and 44 seasonal workers in the distribution center/warehouse, quality, doll hospital/returns, facilities, cafe and Mattel Toy Store will be affected. We expect this closing and these layoffs will be permanent. All impacted employees will be invited to apply for openings at our DeForest Distribution Center where we expect to add approximately forty (40) full-time, benefitted positions.

American Girl's corporate office employees will be relocated to a new, yet to be finalized, location in the Madison area within a commutable distance.

Impacted employees have been or will be provided with required notice of the closure and their termination of employment. The closure of the employment site and the layoffs will occur in phases as we transition operations to our DeForest Distribution Center as well as Mattel's distribution centers in Jonestown, PA and San Bernardino, CA. The initial layoffs will begin as early as mid-April with most terminating by June 1. A limited number of roles will assist in closing the facility and terminate on or before December 31, 2022. Enclosed as Attachment "A" is a listing of the positions affected and the number of affected employees in each job category. None of the affected employees are represented by a union, nor do they have bumping rights. The company will ensure that employees will be paid all earned wages and agreed upon benefits at the time of their termination.

Should you have any questions about this matter or if you need further information, please contact me at (608) 628-2136.

Sincerely,

William Barmore  
Vice President Human Resources  
Mattel Brands

Attachment A

Impacted Employees Middleton WI

<u>Job Titles</u>	<u>Regular Employee Count</u>	<u>Seasonal Employee Count</u>
Corp Café Cook	1	0
Corp Café Lead	1	0
Corp Café Sr Lead	1	0
Custodian	3	1
Department Asst	1	0
Doll Doctor	0	3
Doll Hospital Processor	7	6
Facilities Coordinator	1	0
Facilities Maintenance Tech	2	0
Lead Custodian	1	0
Lead Material Handling	2	0
Lead Warehouse	6	0
Mail Services Lead	1	0
Mail Services Operator	0	2
Material Mover	0	3
Production Scheduler	1	0
Quality Assurance Processor	2	1
Quality Engineering Assoc	2	0
Semi-Truck Driver	1	0
Sr. Doll Hospital Processor	1	0
Store Manager	1	0
Supervisor Doll Hospital	1	0
Supervisor Manufacturing	2	0
Toy Store Associate	0	6
Warehouse Associate	6	17
Warehouse Associate-Stager	2	0
Warehouse Tech-Cycle Counter	0	1
Warehouse Tech-Material Handling	5	3
Warehouse Tech-Recving Schedule	1	0
<u>Warehouse Tech&gt;Returns</u>	<u>2</u>	<u>1</u>
<b>Total</b>	<b>54</b>	<b>44</b>