



PRESS RELEASE

FOR IMMEDIATE RELEASE

Mason Companies, Inc. Broke Ground on New Facility in Chippewa Falls

(CHIPPEWA FALLS, WIS., Aug. 18, 2021) – Today Mason Companies, Inc. formally broke ground on its new 425,000 square-foot fulfillment center located on Lake View Drive in the Lake Wissota Business Park in Chippewa Falls.

Mason Companies President and CEO Jay Berlin emceed the event and shared: “Mason Companies is committed to cultivating thriving relationships with our customers, team members, shareholders and community. This phased project strengthens our position to support future growth, to better serve our customers and to create new jobs within the community.”

“This new facility will allow us to modernize our operations, support our future growth and provide a better customer experience,” added Lori Geissler, vice president of Sourcing and Distribution at Mason Companies. “Just as importantly, we will combine two of our fulfillment centers into one. As an employee-centric company, we look forward to bringing the entire team together.”

Members of Mason Companies’ leadership team, partners and community members also heard from Chippewa Falls community leaders, including Chippewa Falls Mayor Greg Hoffman, Chippewa Falls Economic Development Committee Chair Lee McMenamain and Chippewa County Economic Development Corporation President and CEO Charlie Walker, who played an integral role in making Mason Companies’ vision a reality. They were joined by Wisconsin State Representative Rob Summerfield, Wisconsin State Senator Kathy Bernier and Hoeft Builders Vice President and Partner Luke Rykal.

“When you have somebody who has been here one hundred plus years and they are reinvesting in the community, it’s really outstanding,” said Chippewa Falls Mayor Greg Hoffman. “Mason Companies has been a very key part of the community. I want to thank them for coming here and thank them for this project; it’s really going to be an outstanding addition.”

Mason Companies is partnering with CBS Squared, River Valley Architects and Hoeft Builders to design and build the phased project, which is anticipated to be completed by summer 2023. The multi-phase development plans support Mason Companies’ vision to ultimately expand to 975,000 square feet as well as construct a new corporate office building. These additional expansion investments will be completed at a time that is right for Mason as it continues to grow.

About Mason Companies, Inc.

Mason Companies, Inc. is a family-owned, multi-channel retailer located in West-Central Wisconsin that has proudly been in business for more than 117 years. We own and operate 10 businesses that sell everything from shoes and apparel to home goods and electronics through our e-commerce websites and direct mail catalogs, with some businesses offering our own proprietary credit payment option. We have a strong commitment to support the communities where we work and live. Learn more at www.masoncompaniesinc.com.

CONTACT

For additional information on this project, contact Mason Companies at communications@masoncompaniesinc.com or (715) 723-1871.

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