



STATE OF CONNECTICUT
GOVERNOR DANIEL P. MALLOY

**GOV. MALLOY ANNOUNCES MANUFACTURING COMPANY
RELOCATING TO CONNECTICUT, ADDING HUNDREDS OF JOBS IN
WINDSOR LOCKS**

(HARTFORD, CT) – Governor Dannel P. Malloy today announced that Serta Simmons Bedding, LLC, the largest mattress manufacturing company in the country, plans to relocate their Massachusetts operations to Windsor Locks, resulting in approximately 200 new or relocated jobs into Connecticut.

“We are attracting and retaining companies like never before – and this is yet another example. We are aggressively adding new companies, and we are continuing to make progress. Manufacturing has been a core sector and a driving force of Connecticut’s economy in the past, and it will continue to be so in the years ahead,” Governor Malloy said. “That’s why we continue to build partnerships with companies like Serta Simmons Bedding, which knows the state has the skilled workforce and innovative strategies that can help any company thrive. We’re thrilled to be adding hundreds of new jobs as Serta Simmons grows a footprint in Connecticut.”

As the owner and manager of National Bedding Company, LLC (the largest licensee and majority shareholder of Serta, Inc.) and Simmons Bedding Company, LLC, the company is undertaking a national effort to retool and optimize their combined manufacturing footprint. The project includes the lease of manufacturing space at 140 Old County Circle in Windsor Locks.

“Serta Simmons Bedding is grateful for the state’s assistance with our relocation to Windsor Locks,” SSB Executive Vice President of Operations Mark Baron said. “The area offers a talented workforce and tremendous geographical advantages for some of our most valued customers.”

The state, through the Department of Economic and Community Development (DECD), will support the multimillion dollar project with an \$8 million, ten-year loan at two percent interest. Loan forgiveness for \$5 million will be provided if Serta Simmons Bedding maintains the new and relocated positions for two consecutive years. The

funding, which requires State Bond Commission approval, will be used for leasehold improvements and new machinery and equipment.

“In the last year alone, Governor Malloy and DECD have launched several initiatives aimed at helping manufacturing companies grow their workforce, develop the skills of their workers, and develop new technologies,” DECD Commissioner Catherine Smith said. “Serta Simmons Bedding’s decision to relocate operations in Connecticut is no coincidence. The company knows we are serious about growing this important sector of our economy.”

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