Notions marketing
A Nicole Craft Brands Company

Florida Department of Commerce
Attn: Rapid Response Coordinator
Email: WARNnotices@commerce.fl.gov

Mayor Bruce Rector
City of Clearwater
P.O. Box 4748
Clearwater, FL 33754-4748

June 30, 2026

Dear Rapid Response Coordinator and Mayor Rector:

This letter is to inform your office of a planned mass layoff by Notions Marketing. The notice is to comply with the federal Worker Adjustment and Retraining Notification (WARN) Act.

The employment sites for which the reduction in force is planned are 517 Crofton St. SE Grand Rapids, MI 49507, as well as a remote site at 15550 Lightwave Drive Suite 100 Clearwater, FL 33760 that supports that operation. This mass layoff will impact approximately 200 employees who support warehouse operations, and is considered a permanent layoff. The expected date for the first separations is June 28, 2026. There are no bumping rights available to the employees involved. Enclosed in this letter is a list of job titles of positions affected, and the number of affected employees in each job classification.

Greater advance notice was not given because of the unforeseeable business circumstances provision in WARN Act.

On June 11, 2026, Notions Marketing suffered a fire in its warehouse and all work within that warehouse ceased as of that date. We have been working with a number of third parties to determine whether our warehouse would or could resume safe operations. On June 22, 2026, we were informed that there is no timeline in which we may be able to resume safe operations in that warehouse. Notice was provided as soon as practicable after the Industrial Hygienist reported their findings and recovery experts reported their timeline for cleaning the facility.

For further information, please contact Human Resources at 616-608-9946.

Sincerely,

Notions Marketing

Lyndsey Beckmann
Sr. Director, Human Resources

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| Job Title | Number affected |
|---|---|
| Account Manager | 2 |
| Account Manager, E-Commerce | 1 |
| Administrator, Computer Network | 1 |
| Analyst, Business Systems Sr. | 1 |
| Analyst, E-Commerce Sales | 1 |
| Analyst, Inventory | 2 |
| Analyst, Purchasing | 1 |
| Assistant, Credit | 1 |
| Business Partner, Human Resources | 2 |
| Buyer | 1 |
| Buyer, Senior | 1 |
| Coordinator, Buyer | 1 |
| Coordinator, HR | 1 |
| Coordinator, Planogram | 1 |
| Coordinator, Receiving | 1 |
| Demand Planner | 1 |
| Developer, Web | 1 |
| Director, Business Development | 1 |
| Director, Business Systems | 1 |
| Director, Inventory Planning & Support | 1 |
| Graphic Designer | 1 |
| Graphic Designer & Content, Sr. | 1 |
| Lead | 6 |
| Lead, A/R, Credit, and Adjustments | 1 |
| Lead, Accounts Payable | 1 |
| Manager, Digital Commerce | 1 |
| Manager, National Accounts | 1 |
| Manager, Operations - Special Projects | 1 |
| Manager, Product | 1 |
| Manager, Strategic Projects | 1 |
| Packer/Shipper - Level 2 | 14 |
| Packer/Shipper - Level 3 | 41 |
| Photographer | 1 |
| Product Designer | 1 |
| Programmer/Analyst, Business Applications | 1 |
| Programmer/Analyst, Business Applications Sr. | 1 |
| Receiving/Offsite - Level 2 | 12 |
| Receiving/Offsite - Level 3 | 10 |
| Representative, Sales Support | 4 |
| Sales Manager | 3 |
| Sales Representative | 2 |
| Selector/Stocker - Level 2 | 39 |
| Specialist, Accounting Shared Services | 1 |
| Specialist, Accounts Payable | 1 |
| Specialist, Accounts Receivable | 1 |

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|---|---|
| Supervisor, Operations | 5 |
| Tonic Brand Manager | 1 |
| Trainer | 3 |
| Truck Driver | 1 |
| Warehouse Quality Coordinator | 1 |

Good afternoon,

Please see the attached letter providing notice of the recent WARN communication issued to employees of Notions Marketing.

Thank you,

**Christina Sullivan**
**Human Resources Coordinator**