



A Nicole Craft Brands Company

The Minnesota Department of Employment and Economic Development (DEED)
180 East Fifth Street
St. Paul, MN 55101
Attn: State Rapid Response Team Supervisor
Email: WARN.DEED@stte.mn.us

City Hall
Attn: Mayor, Jacob Frey
350 S. Fifth St., Room 330
Minneapolis, MN 55415

June 30, 2026

Dear Rapid Response Team Supervisor and Mayor Frey:

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 remote employees who support 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, the number of affected employees in each job classification, and the names and addresses of affected employees.

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

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



Notions *marketing*

A Niccle Craft Brands Company

Supervisor, Operations	
Tonic Brand Manager	
Trainer	
Truck Driver	
Warehouse Quality Coordinator	

