



## SUCCESS STORY

# SUB-ZERO GROUP, INC.

## MANUFACTURER PLANS FOR FUTURE SUCCESS BY DEEPENING ITS ROOTS IN WISCONSIN®

### Sub-Zero Group determines what it needs to continue driving innovation

Sub-Zero Group, Inc., has been manufacturing best-in-class kitchen appliances in Wisconsin since its founding in 1945. Now a third-generation family-owned business with three brands—Sub-Zero, Wolf, and Cove—the company continues to grow its product lines and invest in its future.

In 2019, that meant investing in a research and development center to facilitate new product development and innovation. Once the decision had been made to go forward with the project, Sub-Zero Group faced the same questions any expanding company had to answer: how much to invest, and where? One question they didn't have to ask was if they'd have the support they needed from state and local economic development organizations.



*“Wisconsin has been a great state for us, with the partnerships that we've had at the local and state levels, as well as the partnerships we've had with the University of Wisconsin-Madison. It really shows how businesses and the community can drive really amazing growth when they work together.”*

**Brian Jones, Senior Director of Marketing, Sub-Zero Group, Inc.**

### Sub-Zero Group goes further by leveraging WEDC tax credits

Thanks to a skilled workforce and plenty of manufacturing expertise, Wisconsin was already an ideal location for Sub-Zero Group. WEDC recognized that the company was looking at whether to restructure their current facilities or make a substantial investment in new construction. Given the project's potential capital investment and new job creation, the expansion was a perfect fit for WEDC's Business Development Tax Credit Program.

### GROWING IN WISCONSIN



**\$1,000,000 IN BUSINESS DEVELOPMENT TAX CREDITS**



**100 NEW JOBS CREATED**



**350,000 SQUARE FOOT R&D FACILITY IN FITCHBURG**

To discover how WEDC can help your business **In Wisconsin**, visit [WEDC.org](http://WEDC.org) or call 855.INWIBIZ (855.469.4249).

The program provides eligible companies with refundable state tax credits based on the size of their capital investment and the number of jobs it plans to create. Sub-Zero Group would be able to offset some of its tax liability, giving the company additional capital to invest or use as leverage for further financing. This boost would help the company make the best investment it could in both the company and the community.



*“Companies looking to grow in Wisconsin can be assured that they have partners at the state, local and national level to encourage their growth here.”*

**Jason Scott, Regional Economic Director, WEDC**

### An example of what is possible through collaboration

Sub-Zero Group secured \$1,000,000 in Business Development Tax Credits from WEDC, as well as \$5.5 million in tax incremental financing from the City of Fitchburg, to support its \$70 million expansion. The manufacturer's new 350,000 square foot R&D center is expected to create 100 new jobs with an average hourly wage of \$40.



Built adjacent to its Fitchburg headquarters, the facility allows Sub-Zero refrigeration, Wolf cooking, and Cove dishwashing to continue to meet the highest standards of reliability, innovation and design. By partnering with WEDC and local officials, Sub-Zero Group has ensured its success well into the future.

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