

In 1910, Maxwell B. Grossman founded **Massachusetts Envelope Company** and that same year helped re-elect John F. "Honey Fitz" Fitzgerald mayor of Boston – establishing a family commitment to both business and civic engagement.

- From the start, Mass Envelope focused on innovation and responsiveness to the customer's needs. One early example of the company's creativity: a pay envelope recent immigrants could use to send a portion of their wages to relatives back in their homeland.



1



2

- In 1936, Max Grossman added a new member of the team, his son Edgar, who joined his father after graduating from Worcester Academy. Edgar remained with the company for 63 years until his death in 1999. Max's eldest son, Jerome, would join the company in 1938 upon his graduation from Harvard.

- With two sons entrusted with the business, Max left the company to pursue full-time public service. In 1940, he became a "dollar-a-year man" in President Franklin D. Roosevelt's administration, and served as an officer in the U.S. Army during World War II, as did Edgar.

- In the bustling postwar economy, Mass Envelope grew, still primarily dealing in envelopes, but beginning to broaden its product line. By 1969, the company had outgrown its Boston facility and relocated to its present headquarters in Somerville.

- In 1975, Jerome decided to concentrate on teaching, writing, and his commitment to political causes and sold his share of the company to Edgar's son, Steven – passing the torch to a third generation. Steve's sisters, Mary Ellen and Amy, also joined the company; Mary Ellen Grossman currently is its treasurer.

- With Steve Grossman as its new president, the company began an ambitious program of acquisitions and expansion to diversify its products and services. In 1978, acquisitions of several companies in Connecticut served as a springboard for Mass Envelope to expand its presence into all six New England states and ultimately into New York City and Westchester County.



6



7

- A significant leap forward in product diversification came in the early '90s with acquisitions that put Mass Envelope into the commercial printing and graphic design businesses. Consistent with company tradition and philosophy, the new business lines evolved logically and were driven by customer requests for "one-stop shopping."



8



9

- The pace of change in both the company's technology and services accelerated rapidly. Digital printing became a key product line, graphic design became a significant part of the company's capabilities, and the company became one of the region's leading sources of direct mail materials and services. In recognition of the evolving nature of the company, the Grossmans changed its name in 1995 to **MassEnvelopePlus**.

- The 21<sup>st</sup> century ushered in more important changes. Fred Feldman, a specialist in the burgeoning promotional products market, had long urged Steve to get into that business as a natural and complementary addition. In 2003, he joined the company to oversee that effort – and promotional items have become its fastest-growing product line.



**GROSSMAN MARKETING GROUP**  
CREATIVE STRATEGIES | INNOVATIVE PRODUCTS | RELIABLE EXECUTION

**2006** marks the unveiling of a new name – **Grossman Marketing Group** – as the company builds on its role as a strategic partner to its customers in meeting their changing communications needs by offering an integrated package of marketing expertise, products, and services. The company's name may have changed, but its commitment to customers and community are the same as when Max Grossman founded it almost a century ago.

1. Maxwell B. Grossman, December 1961
2. Edgar Grossman, ca. 1954
3. Max Grossman with Senator Edward Brooke, October 1961
4. Massachusetts Envelope Company, 641 Atlantic Avenue, Boston, early 1950's
5. Steve Grossman
6. Grossman family members in the business, 1994  
 Back row (l-r): Mary Ellen Grossman, Steve Grossman, Amy Grossman  
 Front row (l-r): Shirley Grossman, Edgar Grossman
7. David Grossman (l) with Edgar Grossman
8. A sampling of today's diverse product lines
9. Ben Grossman (l) with Steve Grossman



5