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Grossman family rebrands for next generation

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by [Jennifer LeClaire](#)

Special to the Journal



W. Marc Bernsau

Family members involved with the Grossman Marketing Group, from left: David, Steve, Ben and Mary Ellen Grossman and Barry N. Lyons.

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The Grossman Marketing Group has been a staple of Boston's marketing landscape for close to a century, but you may know the firm better as Massachusetts Envelope Company.

Maxwell Grossman started the business in 1910, the fulfillment of a lifelong dream. In 1995, the company expanded its offerings and added to its name, becoming MassEnvelopePlus. Now, nearly 100 years since it opened its doors, the company has rebranded itself once again as the Grossman Marketing Group with Max's great-grandsons, David and Ben, preparing to take over the helm.

It's not only the company's name and leadership that has changed over the years. The scope of the business has also evolved. What started out as an envelope supply company that offered printed and promotional products has morphed into a full-service integrated consultative resource to help clients like the Boston Red Sox, Nixon Peabody and the Boston Medical Center develop and implement marketing communications concepts.

"Envelopes are our legacy, but we strive to be a one-stop marketing shop for our clients," said Ben Grossman, 26, a fourth-generation principal at the firm. That striving is paying dividends in the form of geographic expansion. The 120-employee firm opened a Washington, D.C., office in February to add to its Boston and Hartford, Conn., locations.


Grossman said attracting talented marketers has been a key to the company's success as a full-service firm. Envelopes, though, still represent about 40 percent of the business. The paper-intensive company recently launched Green Marketing Solutions to help companies "go green." The program features envelopes made from green-certified wind power and window patch envelopes made from a biodegradable, corn-based polymer.

"We are focused on helping companies be good environmental stewards without adding significant cost," Grossman said. Corporate responsibility aside, the Grossman family is dedicated to giving back to the community through social activism in churches, political action committees and other local groups.

The younger Grossmans are being groomed to take over, but the elders are still heavily involved. Ben's grandmother Shirley Grossman helps oversee the financial aspects of the business. Ben's father, Steve, serves as president of the firm. His aunts, Mary Ellen and Amy, work as treasurer and marketing director, respectively. And Ben's brother, David, is senior vice president in charge of the printing division.

"The marketing industry is changing and there is tremendous opportunity. David and I are working with my father to take the business to the next level," Ben said. "I turned down a position with Goldman Sachs to work in the family business -- I'm banking on its success in this new era."

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