



## **Pride, Inc. of Taunton Launches New Business**

TAUNTON, MA-MARCH 13, 2017 Pride, Inc. of Taunton, Massachusetts has announced the rebranding and launch of a new business called PrideWRX, an assembly and packaging provider offering a variety of services to clients in several industries.

The rebranding initiative comes as Pride, Inc., the parent organization serving individuals with disabilities in Massachusetts, seeks to distinguish the business services offered by PrideWRX from the charitable activities of Pride, Inc.

Program Director Joanne Storrs commented on the rebranding and the strategic vision that prompted the launch of the new business.

“We are very excited to have established PrideWRX as a standalone Brand with a diversified and integrated workforce. In the past, we had offered select packaging services from within Pride’s day program which was primarily a vocational opportunity for those with barriers to employment. But as we considered the breadth of services we could offer, the quality of our workmanship and the efficiency of our operations, we felt that it was time for PrideWRX to go head to head with our competitors in the broader marketplace.”

Storrs said that consistent with Pride’s overall mission, PrideWRX will continue to employ those with disabilities and that the new business structure will provide workers with greater opportunity and increased earning potential.

Director of Operations Douglas Latham expressed confidence in the value customers will find in PrideWRX services.

“With over 100 employees and a 35,000 square foot facility PrideWRX can meet virtually any production need but our focus is always on personal service and a quality product. As a trusted production partner our goal is to provide our clients with high quality, reliable, competitively priced services while also making a real difference in the lives of our employees. We are proud of the loyalty we have earned from our existing customers and look forward to bringing our value and service offerings to a much broader audience. We are also excited to have been named Manufacturer of the Year by The Commonwealth of Massachusetts for 2017” Latham said.

PrideWRX service offerings include Packaging, Assembly, Inspection and Direct Mail Support Services. The company has clients in several sectors including healthcare, cosmetics, electronics, retail and e-commerce.

Both Pride, Inc. and PrideWRX will continue to operate out of their current location at 3 Maple Street as well as their new address of 1 Maple St. in Taunton. PrideWRX new website featuring their new look and feel can be found at [www.pridwrx.com](http://www.pridwrx.com) and on Facebook at Pridewrx. PrideWRX is planning a community after hours open house in partnership with The Taunton Chamber of Commerce this Spring to which the public is invited.

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