

APPLETON - “Bargains by the pound” is how people will shop in the new Outlet Store that Goodwill Industries of North Central Wisconsin (NCW) is opening in Appleton. The public can begin shopping on Friday, Feb. 1, following a 9 a.m. ribbon cutting ceremony.

The new Outlet Store is located within Goodwill’s Shiner Center at 1341 W. Spencer St. People can access the Outlet Store from the Outagamie Street parking lot.

Mary Haller, Goodwill’s vice president for Supply Chain and Logistics, said the Outlet Store experience is one that is very fast-paced, with shoppers selecting merchandise from 4 x 8-foot rolling tables and then paying by the pound for their purchases. Prices vary by product categories such as apparel and household items. Oversized items are individually priced.

“This is our Goodwill’s first-ever Outlet Store, and we are excited to introduce this unique shopping concept to the community,” Haller said. “Our Outlet Store prices should appeal to those thrifty shoppers who enjoy getting a bargain. In addition, people who resell items will also find this to be a great way to restock their stores.”

Bruce Senn, Goodwill’s leader of Outlet and Reclaim, said the 15,000-square-foot shopping area will feature 116 large tables filled with donated merchandise. Throughout the day, Goodwill team members will continuously replenish the inventory. Senn projected about 30 to 35 million pounds of donated clothing and other items will move through the Outlet Store annually.

“We know this sort of operation has been successful at other Goodwills across the country,” Senn said. “A group of our Goodwill team members visited Goodwill outlet operations in Washington, North Carolina, Texas, Minnesota, Indiana and Arizona to research the feasibility of opening our own facility here in Appleton.”

In addition to great bargains for shoppers, the new Outlet Store also meant the creation of 31

new jobs in the area. The majority of the new hires were for full-time positions.

People are invited to check out the new Goodwill Outlet Store. Its regular hours will be 9 a.m. to 8 p.m. Monday through Friday, 9 a.m. to 6 p.m. Saturday, and noon to 6 p.m. Sunday.

For more information, contact Haller at (920) 560-1213 or mhaller_gw@gwicc.org ; or Senn at (920) 560-1212 or
bsenn_gw@gwicc.org
. You can also visit the Outlet Store's website at
www.goodwillbulkresale.com
.