

WINMARK

the Resale Company®



Your Roadmap to Winmark®

1988

Winmark, headquartered in Minneapolis, MN, is incorporated under Play It Again Sports Franchise Corporation® with the mission to support and celebrate business owners.

1993

The company changes its name to Grow Biz International, Inc. and goes public. Additionally, they acquire a second resale brand, Once Upon A Child®, and one year later, Music Go Round®.

1998

After 10 years in business, most of the Grow Biz concepts consistently rank first in their categories on Entrepreneur Magazine's annual Franchise 500 list. They then add a new brand to their wheelhouse - Plato's Closet®, a resale fashion brand for teens, college students and young professionals.

2001

After new management - the same team that oversees our resale brands today - takes over; the company is renamed Winmark Corporation. The company then goes through an entire rebranding process.

2013

Winmark Corporation launches Style Encore®, a brand they built from the ground up. It offers gently used clothing, shoes, handbags and accessories to career women, moms and female shoppers who are fashion-, bargain- and recycling-conscious.

2022

Winmark Corporation rebrands as Winmark - the Resale Company® on a mission to provide Resale for Everyone™. The company nears its 1,300th location, while Plato's Closet gets ready to open its 500th store. With \$1.4 billion in annual sales and \$1.4 billion in items recycled since 2010, Winmark's five resale brands continue to offer affordable, sustainable solutions for everyone.

2023+

With over 2,800 territories available, a rise in green consumerism and a growing resale market expected to reach \$64 billion* by 2024, Winmark maintains its stronghold as *the* resale company and is on track for continued expansion.

Learn more at winmarkfranchises.com

*<https://www.firstresearch.com/industry-research/Used-Merchandise-Stores.html>