



Rechler Equity Partners assists John's Crazy Socks in headquarters expansion: 6,070 s/f

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John Cronin and John's Crazy Socks employees pictured in the warehouse of their new headquarters in Farmingdale.

Farmingdale, NY According to Rechler Equity Partners, John's Crazy Socks, one of the world's largest sock stores co-founded by entrepreneur with Down Syndrome, John Cronin, is expanding their business and moving to a new headquarters located at 110 Bi County Blvd., Suite 120. At 6,070 s/f, the new facility is 60% larger than their previous space. Here, the company will further

their mission of hiring people with differing abilities and service an increasing demand of orders.

The new facility includes a loading dock that will allow the company to fulfil more bulk and wholesale orders as well as fulfil their promise of same day shipping to customers. Also included are 4,270 s/f of warehouse space, a kitchen and 1,800 s/f of office space.

“Our new expanded facility will accommodate the current and future growth in demand that we have seen through our success in the last five years. In addition to continuing our online sales, we are now offering B2B sales and we are entering the wholesale market,” said Mark Cronin, co-founder of John’s Crazy Socks.

As a growing social enterprise, the company has created 34 jobs, 22 of which have been filled by people with differing abilities. The business realized a 47% increase in revenue this past year and expects to see significant growth in 2022, further boosting the Long Island economy and being an industry e-commerce leader nationwide.

“I am proud of my hard-working colleagues. We are proving to the world that having a differing ability will never hold us back,” said John Cronin, co-founder of John’s Crazy Socks.

“Rechler Equity Partners is excited to add John’s Crazy Socks to our diversified client portfolio and provide this inspiring organization with a space to prosper and expand right here on Long Island. The amenities of 110 Bi County Blvd. are vitally important to fit the needs of companies this size, as they provide the infrastructure of a large-scale facility for a fraction of the cost,” said Gregg Rechler, co-founder and managing partner of Rechler Equity Partners.

The success of John’s Crazy Socks has been recognized worldwide. The company has shipped over 375,000 packages to 88 different countries and donated over \$500,000 to their charity partners such as the Special Olympics, the National Down Syndrome Society and the Autism Society of America. The father-son duo also recently launched their podcast, “The Spreading Happiness Podcast” where they share their remarkable business journey and life lessons learned along the way.

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