

# PAVING & CONTRACTING



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## Marilyn Grabowski, Atlantic Infrared

In a room of navy suits there stands one lady in RED.....

This is Marilyn Grabowski who established Atlantic Infrared, a paving company, in 2002, the first of the AtlanticInfra family, from the walk-in closet of her bedroom in Point Pleasant Beach. Today there are two additional companies, Atlantic Infrastructure and Atlantic InfraTrac – all three serving the state’s utility industry.

From placing colorful utility flags which mark underground utilities to fixing the most challenging potholes, Grabowski’s unique development of “red branding” in the construction industry brings the Atlantic Infra team recognition on the road, in the field, and in the office. On the road, her meticulous fleet of more than eighty vehicles with EcoBoost engines and hands-free SYNC sends a message of an investment in the latest technology. At networking events “The Lady in Red” is recognized

as a contributor offering her time to mentor others including fellow women presidents (WPO), civil engineering student interns (CIAP), and serving on the NJ Board of Public Utilities Supplier Diversity Development Council (SDDC). In the office, all 90 of her employees join her proudly wearing the color RED each day, symbolizing their commitment to seamless quality and service, and the mission of Atlantic Infra – to protect and improve the infrastructure of the Garden State.

Grabowski challenges the AtlanticInfra family to continuously come up with solutions, one of the core values, to make or save the company’s money. She uses the beliefs taught to her by entrepreneur Ewing Marion Kaufman that “Those who produce shall share in the results”. The company benefits from innovative solutions like using cloud based technology to track work and vehicles putting the Atlantic team in front of the competition in the construction environment.



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