

Randolph County Developments

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Fibertex Personal Care Selects Asheboro for First US Location



Pictured from left: Mayor David Smith; Dan Ellingson, Director Americas of Fibertex Personal Care; Governor Roy Cooper, and Mikael Axelsen, CEO of Fibertex Personal Care

Danish company Fibertex Personal Care announced on August 14 that it had selected Asheboro as the location for its first U.S. production facility. The announcement was made in the historic Randolph County courthouse at a joint press conference headlined by Governor Roy Cooper. Comments were also made by Fibertex CEO Mikael Axelsen and County Board Chair David Allen. The company will construct a new facility in north Asheboro and is committed to investing nearly \$115 million and creating 145 new jobs over seven years.

Fibertex Personal Care conducted an extensive site search before finalizing its decision to locate on a 35-acre outparcel of the J.P. Thomas & Co. property, formerly owned by Goodyear. The decision related, in part, to the availability of rail and proximity to customers, but company officials also cited a great workforce, access to top-notch training, and a welcoming community. According to [Governor Cooper](#), "Fibertex Personal Care could go anywhere in the world, but they chose North Carolina. Our state's workforce and leadership in manufacturing and textiles brought this company here."

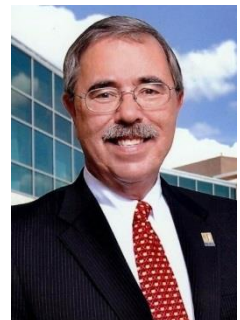
Company officials are now making regular visits to Asheboro both to oversee final engineering and permitting for the site, and to prepare for doing business in the U.S. The company anticipates breaking ground after the first of the year with plans to be operational by the end of 2018. For the first phase of the project, the company will construct a 75,000 square foot building and install a printing operation.

Fibertex Personal Care is a manufacturer of nonwoven textile products used in applications such as diapers, feminine hygiene products, and incontinence care products. Fibertex also owns a German subsidiary, Innowo Print, which focuses on printing directly onto nonwoven fabrics. Both the print process and nonwoven production will take place in the new facility. www.fibertexpersonalcare.com

Sprouse Named EDC President

On October 5, the EDC Board of Directors named Walter C. Sprouse, Jr. as the new EDC president. Sprouse officially filled the position on November 6, succeeding Bonnie Renfro who retired June 30.

Sprouse most recently served as Executive Director of the Augusta Economic Development Authority in Augusta, Georgia where he oversaw more than \$2.4 billion in new and expanded investment, resulting in the creation of more than 32,000 new jobs by companies such as Unisys, Starbucks Manufacturing, Kellogg's, and Costco. Sprouse is no



stranger to Randolph County, having served as EDC president from 1985 to 1989. During his previous tenure, he oversaw the founding of the organization and fostered its growth to a stable, successful organization.

According to Elbert Lassiter, Chairman of the Board of the EDC, “The Board started the hiring process using the services of a nationwide search firm. Walt quickly rose to the top of the list due to his vast experience and success in economic development along with his familiarity with Randolph County from previous years when he lived and worked here.”

Sprouse considers Randolph County home and is pleased to once again take the helm at the Randolph County EDC. He arrives at an exciting time in Randolph County with a very active industrial market and ongoing efforts to attract a transformational project to the Greensboro-Randolph Megasite.

Triad Partners Launch Talent Alignment Strategy

The Randolph County EDC is one of multiple regional partners funding the Piedmont Triad Talent Alignment Strategy. Conducted by [Avalanche Consulting](#) and [CAEL](#), the strategy is an effort to “ensure [that] education and workforce development efforts are aligned with the needs of employers to coordinate existing education and workforce development initiatives currently underway throughout the region.” To date, multiple stakeholders have provided input through a variety of meetings and one-on-one conversations with the consultants. Through this feedback and additional research, the consultants have completed a [workforce analysis](#) which will help guide a focus on talent development needs.

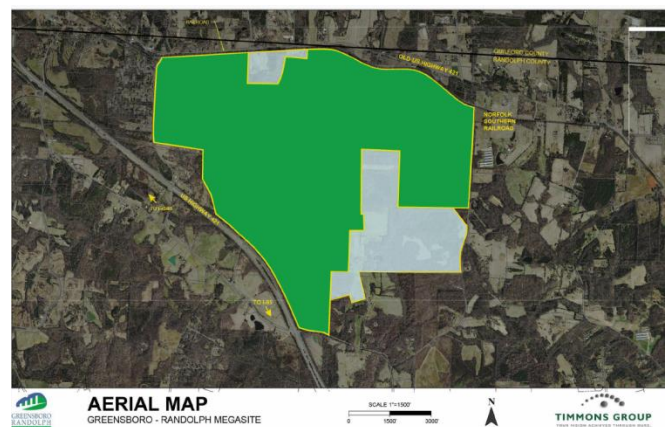
Phase two of the process, a Supply-Demand Gap Analysis, is already under way and will identify current workforce skills, needs identified by employers, and recommendations for filling the gaps. Employers are encouraged to provide feedback about current needs by completing a 25-minute [online survey](#). The final phase in the process will provide recommendations on how to align and improve the region’s talent pipeline. For more information about the process, visit www.triadtalent.com.

Greensboro-Randolph Megasite Update

The Greensboro-Randolph Megasite team continues to promote the site and prepare for success. Since our last newsletter, there have been several additional items of interest related to the site.

On November 14 the Randolph County Planning Board approved rezoning of an additional 370 acres to fill in gaps and round out the site. The site now totals approximately 1,900 acres and is much more marketable to both site selection consultants and prospective end users.

On November 16 Randolph County hosted a megasite public information open house at Providence Grove High School. The forum was open to the public, and all area residents potentially impacted by proposed infrastructure improvements to the site received an invitation by mail. The meeting provided information and sought feedback related to impacts as part of an effort to prepare the site for environmental permitting. Representatives of HDR, the engineering firm managing the permitting process, were on hand along with representatives from Randolph County, Duke Energy, the City of Greensboro, and NCDOT.



New Century Drive Extension Provides Access to Industrial Land

In July the City of Asheboro completed a 1,900-foot extension of New Century Drive, connecting it to Veterans Loop Road to the south and opening up additional land for industrial development. The project was funded jointly by Asheboro and Randolph County, with the city managing the construction. The property is now just a half-mile to the I-73/74 interchange rather than the circuitous 1.5 mile route previously required. With infrastructure fully in place, these industrially-zoned sites are a great option for clients seeking easy highway accessibility and on-site utilities.

In addition to providing enhanced access to new industrial sites, the road extension also benefits PEMMCO Manufacturing which already has a thriving business on Veterans Loop Road. Additional information about the project can be found in a July 17 [article](#) in the Courier-Tribune.



Business News & Announcements

Construction of Archdale-based **Ace/Avant Concrete Construction Company's** new headquarters building is well underway at 5358 Poole Road in Archdale. The structure can be seen going up near the Cedar Square Road exit off of I-74. The building permit reflects an estimated construction cost of \$2.7 million for the 22,586 square foot two-story structure. According to a May 26 [report](#) in the Triad Business Journal, Ace/Avant anticipates total project cost of up to \$5 million. Upon completion, the company will relocate from its current Seminole Drive facility in Archdale. In August, Ace/Avant closed out a Building Reuse Grant from NC Commerce which provided \$220,000 to help renovate existing buildings on the Poole Road property. The company committed to creation and retention of 22 jobs in conjunction with the grant and invested approximately \$1.3 million in addition to the grant. Ace/Avant is a concrete contractor offering a variety of services including foundations, floor slabs, tilt-up walls, paving, polishing, and grading and utilities. www.aceavant.com

In July, **ChrisCo Machinery** received a building permit for a 10,000 square foot addition to its Liberty facility. The company invested approximately \$400,000 in the construction which is now complete. The addition will provide the additional storage space for equipment and machinery as well as workshop space for repair and refurbishing of machinery. ChrisCo Machinery specializes in the repair and sale of industrial woodworking equipment, but can service a wide variety of machinery. The company also provides hauling and rigging services. www.chriscomachinery.com

Edwards Wood Products recently expanded its facilities in Liberty. The Marshville-based company purchased the former Liberty Lumber facility in April of 2016. Building permit records reflect issuance of a permit in May for a 6,000 square foot warehouse facility with an investment of just over \$500,000, and a permit in June for a 17,700 square foot expansion at an estimated \$1.5 million. According to an August 14 [article](#) in the Triad Business Journal, the project includes a new sorter line and expanded capacity to process and dry lumber. Edwards Wood Products produces high grade hardwood lumber and manufactures pallets, bridge and crane mats, pipeline skids, cross ties, switch ties, mulch, sawdust, chips, and bark. www.ewpi.com

Randleman-based **Hughes Furniture Industries** is moving forward with a 103,000 square foot expansion of its production facility on W. Central Avenue in Asheboro. According to building permit records, the company anticipates investing \$1,472,000 in the project. Hughes purchased the building in 2014 from Energizer. Hughes Furniture manufactures upholstered furniture for the residential market and is a trademark licensee of Serta. www.hughesfurniture.com

Kennametal's Asheboro plant was featured in an October 21 [article](#) in the Courier-Tribune. The facility has seen roughly \$19 million in new investment over the past five years. The article cites increased demand for tools used in the aerospace industry as a driver in the investment. The plant will celebrate 35 years of operation in Asheboro on November 22. Headquartered in Pennsylvania, Kennametal is a global company with a primary focus on the manufacturing of cutting tools. The Asheboro facility produces high quality end mills for industrial customers. www.kennametal.com

Ramseur-based **Kraftsman Trailers** is now manufacturing trailers out of a second location in Albemarle. Founded in 2000, the company started out with a handful of employees manufacturing small utility trailers out of a 7,500 square foot building in Ramseur. The Ramseur plant has since been expanded to about 24,000 square feet, and the Albemarle building adds 135,000 square feet of production space. According to an August 31 [article](#) in the Triad Business Journal, Kraftsman president Paul Kauffman hopes to add 100 employees in Albemarle over 5 years and double annual revenue to as much as \$20 million. Kraftsman manufactures a wide variety of trailers including everything from utility trailers to equipment trailers. www.kraftsmantrailers.com

On September 1, **MAS Acme** closed on the purchase of the property at 162 N. Cherry Street in Asheboro for \$2.95 million. The building's previous owner, J.P. Thomas & Co., will relocate to its Pineview Road facility – the former Goodyear property – in the next few weeks once renovations are complete. MAS Acme plans to utilize the downtown space for offices and R&D. Headquartered in Sri Lanka, MAS is a global manufacturer of apparel supplying customers such as Nike, Lululemon, and Victoria's Secret. MAS acquired Acme McCrary in April of this year with a commitment to retain existing employees and create at least 133 new jobs in Asheboro. www.masholdings.com

Oliver Rubber has named Steve Scruggs as the new plant manager of the Asheboro facility following the September retirement of John Revell after 23 years on the job. In addition to his service at Oliver, Revell has been a fixture of the Asheboro community for many years with leadership roles in organizations such as Rotary, United Way, the Asheboro Randolph Chamber of Commerce and the EDC Board of Directors. Owned by Michelin, Oliver Rubber manufactures retread tires for commercial trucks. www.oliverrubber.com

Petty's Garage in Level Cross received an appropriation in the 2017-18 state budget to assist with facility upgrades. The funding was awarded in the form of a \$250,000 grant and the EDC is serving as the fiduciary for the funds. Senator Jerry Tillman facilitated the grant on behalf of the company. The first payment of \$125,000 was delivered to Petty's Garage in early November. Additional payments of \$62,500 are expected to be made in January and April. Petty's Garage offers services ranging from complete vehicle restorations to modifications and OEM upgrades. www.pettys-garage.com

In an August 25 [press release](#), DS Smith announced the acquisition of Interstate Resources, parent company of **SouthCorr Packaging** in Asheboro. The Asheboro plant is now operating under the **DS Smith** name. Based in London, DS Smith is Europe's second largest manufacturer of corrugated products and operates in 37 countries. The Asheboro plant is nearing the completion of an expansion project to add production capacity to its corrugated sheeting operation. www.southcorr.com www.dssmith.com

EDC Partnership News

The EDC would like to welcome four **new Partnership members** which have joined over the past several months.

- **J.P. Thomas & Co.** (Platinum level - \$1,500) – J.P. Thomas owns and operates [Thomas Tire & Automotive](#) service stations and East Coast Tires, a wholesaler/distributor of tires, wheels, and accessories.
- **Airgas USA, LLC** (Bronze level - \$250) – An international retailer of industrial supplies, Airgas has a local storefront on S. Fayetteville Street in Asheboro.
- **GEMCAP, LLC** (Bronze level - \$250) – GEMCAP is a full-service design-build commercial real estate development and construction company. Based in Winston-Salem, GEMCAP services the Triad region.
- **Randolph Vocational Industries, Inc.** (Bronze level - \$250) – Located in Asheboro, Randolph Vocational fulfills outsourcing and employee job placement with well-trained employees from its vocational rehabilitation services.

We also appreciate recent **Partnership renewals** by the companies listed below.

Silver (\$500)

Chandler Concrete Company, Inc.
Fidelity Bank
Insurance Associates of the Triad
Johnson Controls
Klaussner Home Furnishings
Landmark Builders
McRae Roofing, Inc.
Randolph Community College
RE/MAX Central Realty
RubberMill, Inc.
S&ME, Inc.
The Courier Tribune

Bronze (\$250)

Advisors Financial, LLP
Asheboro City Schools
AVS Catering, Inc.
Bank of the Ozarks
Brubaker & Associates, Inc.
Burge Flower Shop
Commonwealth Hosiery Mills, Inc.
Costa Sanders
Datamark Graphics, Inc.
Deep River Fabricators, Inc.
Elite Designs and Displays

Bronze (continued)

Express Employment Professionals
Hampton Inn
Manhattan American Terrazzo Strip Company
Pallet Express, Inc.
Piedmont Natural Gas
Randolph County Schools
Randolph Land Development
Ready Telecom/Community Web
Ridge Funeral Home & Cremation Services
Sapona Plastics
Shelco, LLC
Stan Beck Insurance
Stimmel Associates, PA
The John Plant Company
The Wooten Company
Triad Design Group
Trinity Furniture, Inc.
Ultra Craft
United Brass Works, Inc.
Units Moving and Portable Storage
Uwharrie Builders
Village Printing
Wayne Industries, Inc.
Wayne Thomas Chevrolet-Cadillac
Weaver Cooke/Kirkland

The Randolph County Partnership is the member organization of the EDC. Through annual dues, our members invest in economic development in Randolph County by supporting marketing, recruitment, existing business and industry services, and industrial product development. Partner members are listed on the EDC website and included in existing business and industry directories, and they benefit from services and referrals from the EDC. For member information please visit www.rcedc.com and click on the Development Team tab.

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