

Please see an article from [The High Point Enterprise](#) and the program from the groundbreaking ceremony.

AkzoNobel announces \$55M expansion

*By Pat Kimbrough
The High Point Enterprise
November 15, 2019*

HIGH POINT — AkzoNobel will invest \$55 million in a new wood coatings manufacturing plant and other upgrades in an expansion of its south High Point campus.

The company held a ceremonial groundbreaking Friday morning at the Bethel Drive site, which is being graded in preparation for construction of a 50,000-square-foot paint plant and research facility.

Based in the Netherlands, AkzoNobel has about 35,000 employees in 80 countries, and is the top producer of wood coatings, such as paints, stains and lacquers, in North America, with 25 percent of the market.

Its products are used in the furniture, cabinet and flooring industries.

It employs about 250 people at its 37-acre High Point campus. Company representatives said the expansion is not expected to create additional jobs.

The expansion will be one of the largest capital investments in the city in recent years, according to the High Point Economic Development Corp.



“With \$55 million, you could probably build two world-class plants in China,” said AkzoNobel CEO Thierry Vanlancker. “You could probably build a completely new site anywhere in Europe or North America. The fact we chose to spend this money to rejuvenate, upgrade and bring up-to-date our facility here is a great sign of the trust we have in the High Point site, but also in the High Point community and the state of North Carolina to make it happen.”

The expansion will modernize the company’s manufacturing processes with new automated technology to produce coatings more efficiently with higher color accuracy.

It will include a new research and development laboratory and technical application center to allow faster and more effective product development for customers.

“Wherever you are in the U.S., you will be able to say, in one out of every four houses, the coatings that go in there — the kitchens, the bathrooms — this is really our stuff that’s on there,” said Vanlancker. “So the High Point DNA will be all over.”

Celebrating our history Investing in our future

Groundbreaking Agenda Friday, November 15, 2019

Safety Briefing and Welcome

Doug Barbe, AkzoNobel Integrated Supply Chain Director, Americas

AkzoNobel Global Leader in Paints and Coatings

Thierry Vanlancker, AkzoNobel Chief Executive Officer

Investing in North Carolina's Future

Anthony M. Copeland, North Carolina Secretary of Commerce

High Point Home Furnishings, Design and Color Capital of the World

Simon Parker, AkzoNobel Global Business Director, Industrial Coatings

Embracing Dutch Heritage with American Ingenuity

Ard Van Der Vorst, Consul General, Consulate General of the Kingdom of the Netherlands

AkzoNobel Day in High Point

Jay Wagner, Mayor of The City of High Point

Accepting proclamation on behalf of site employees:

Allan Curry, Lab Formulator, 42 years

Mark Hill, Senior Shipping Coordinator, 38 years

Terry Biles, Operator 3, 36 years

Breaking New Ground in High Point Shovel Ceremony

Doug Barbe, AkzoNobel Integrated Supply Chain Director, Americas



100 Years of Wood Coatings

AkzoNobel's North American wood coatings history began with the incorporation of Reliance Varnish Company on June 28, 1919, in Louisville, Kentucky, followed less than 10 years later by the incorporation of Southern Varnish Corporation in Roanoke, Virginia, on September 1, 1928.

These firms joined to create Reliance Universal which AkzoNobel purchased in 1989 to leverage our history and knowledge in the North America region.

AkzoNobel continues to employ wood coating professionals throughout the United States and Canada today, including facilities in High Point, NC; Roanoke, VA; Salem, OR; Warwick, Quebec, Canada; and Port Hope, Ontario, Canada.

Thank you to our distinguished guests and valuable customers attending today.

Ard Van Der Vorst, Consul General, Consulate General of the Kingdom of the Netherlands

US Senate, NC Senator Richard Burr
Mike Fenley, Field Representative, NW Region

US Congress, House of Representatives, NC District 13, Representative Ted Budd
Kyle Bridges, District Director

NC Commerce Secretary Anthony Copeland

NC Senate, Senator Michael Garrett, District 27

NC House of Representatives, Representative John Faircloth, District 62

City of High Point, Mayor Jay Wagner

High Point City Council Members

High Point Economic Development Board Members

City of High Point Staff

