

Amada

Industrial manufacturer marks official opening of High Point operations

*By Andy Warfield
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Amada corporate leaders, elected High Point officials and economic development professionals and were on hand Friday for the official ribbon cutting and ceremony start-up of the company's manufacturing operations.

Amada is the latest foreign investment win for High Point. In November, Netherlands-based coatings company AkzoNobel announced a 50,000-square-foot, \$55 million expansion of its manufacturing facility. In October, High Point was ranked among the best cities in the Americas for direct foreign investment by fDi Magazine, a publication of the Financial Times of London.

Amada America is a division of Japan-based Amada Global, which operates in North America, South America, Europe, Africa and Asia. In the United States, it has more than 1 million square feet of manufacturing space and employs more than 10,000.

Guests were treated to a red carpet entrance and coffee served in ceramic cups and saucers in advance of the celebratory opening of the machine manufacturer's approximately 190,00-square-foot, \$50 million first phase at Premier Center. In keeping with the formality of the event, scissors were distributed to the ribbon cutters on a silver platter by a white-gloved Amada employee.



The plant has begun manufacturing press brake machines that perform precision metal bending and laser automation equipment for the manufacturing industry.

With a target completion date of 2023 for all phases of construction, the finished 43-acre campus will have approximately 500,000 square feet of manufacturing, showroom and office space under roof and employ about 200, according to Amada America Chief Marketing Officer Patrick Medlin.

“When all phases are complete, I would estimate the total investment in this campus including land, buildings, and machinery to be just north of \$125 million,” Medlin told *Triad Business Journal*.

High Point Mayor Jay Wagner address the attendees at the official opening of Amada's manufacturing facility.



Scissors were delivered to ribbon cutting participants on a silver platter by a white-gloved Amada employee.

Nearing completion adjacent to the first phase is a 24,000-square-foot tech center, which will include a showroom for Amada's many products and a press brake training academy for its customers. "We won't just be teaching how to press buttons, but true bending theory," Medlin said.

The next phase will be an approximately 190,000-square-foot expansion to the west side of the current building. That will be followed by a 100,000-square foot building between the original plant and the tech center for final laser manufacturing processes.

Medlin told *TBJ* the plant will begin building 10 press brake machines per month and will eventually build 30 per month at full capacity.



A worker demonstrates the operation of a press brake machine, which is used for precision metal bending, during Amada's ceremonial opening.