

High Point Economic Development  
Corporation

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## **Fitesa Expanding in High Point**

HIGH POINT, NC -

Fitesa, a Brazilian company with North American headquarters in Simpsonville, South Carolina, is expanding their business operations in High Point on West Point Avenue. Fitesa will invest \$18,000,000 in machinery, equipment, and building improvements and create as many as 22 new jobs at the High Point facility.

In September 2020, Fitesa acquired Fiber Dynamics, a High Point-based manufacturer of meltblown and carded nonwovens for disinfectant wipes, filtration, face masks, automotive, medical, hygiene and other industrial wipes. Fitesa will continue making specialty fabrics to support the hygiene and health care industries at the High Point location.

The building and site at 200 S West Point Avenue is located adjacent to the City of High Point's Small-scale Manufacturing target area and is also located in one of the City's three Opportunity Zones. City staff and others are working to encourage investment and jobs in these areas.

Hal Singley, Fitesa CFO, said, "This location offered the opportunity for Fitesa to continue to grow and meet the needs of a growing hygiene and health care market. We look forward to being part of the High Point community with this central North Carolina location. The purchase of Fiber Dynamics was a strategic move to allow Fitesa to serve additional business."

"We're thrilled that North Carolina is part of Fitesa's fast expansion in the U.S.," said Tracy Dellinger, existing industry expansions manager with the Economic Development Partnership of North Carolina. "We know the High Point community and our entire state, which has the largest manufacturing workforce in the Southeast U.S., offer the community college training and other workforce resources that will support the company's immediate and long-term growth."

Sandy Dunbeck, Director of High Point Economic Development Corporation and the 2021 Director for the Guilford County Economic Development Alliance, said, “A project such as this by a company like Fitesa continues to speak to the strengths of High Point and Guilford County as leaders in manufacturing. Guilford County Economic Development Alliance’s tag line is ‘You can make it here’. We are pleased that Fitesa has chosen to grow and make their product in High Point while providing excellent jobs for our citizens.”

#### ABOUT THE COMPANY

Fitesa, is a leader in the nonwoven fabrics industry, specializing in providing innovative fabrics for the hygiene, medical, and industrial markets. [www.fitesa.com](http://www.fitesa.com)

