

FOR IMMEDIATE RELEASE

Contact:

Leigh Cockram
Director of the Rockingham County Center
for Economic Development, Small Business & Tourism
336.342.8138

lcockram@co.rockingham.nc.us
www.GoRockinghamCountyNC.com



Rockingham
County NC

YOU'RE IN A GOOD PLACE

The logo for Reidsville Economic Development features a gold registered trademark symbol (®) above the word "Reidsville" in a serif font, with "ECONOMIC DEVELOPMENT" in a smaller, sans-serif font below it.

Italian Machinery Producer Selects Rockingham County & Reidsville for First U.S. Facility

Rockingham County, NC (December 2, 2019) — Bovone, an Italian manufacturer of machinery and technologies for the second processing of flat glass and natural and synthetic stones, has selected Rockingham County and Reidsville, North Carolina for its new North American headquarters. The company plans to be operational in early 2020 and will serve the North American markets from the new Reidsville facility, which is its first in the United States.

Bovone recently finalized the purchase of its new facility in Reidsville, which was the former Harley Davidson Dealership on Barnes Street. The company will upfit the space to accommodate commercial offices, a spare parts warehouse and a mechanical workshop.

"We are excited about this new venture," said Federica Bovone, president of Bovone. "Bovone has been successfully selling its machines in the United States for 45 years and the time has come that we expand into this market with a physical location so we can continue to effectively and efficiently meet the demands of our loyal customer base. Thanks to all who made this project possible and a special thank you to the local Rockingham County and Reidsville economic development organizations as well as the Economic Development Partnership of North Carolina who helped us navigate this complex process."

The new headquarters is a strategic decision aimed to answer market demand in synergy with Bovone's distributor in the area, Salem Distributing Company in Winston-Salem. The new headquarters will consolidate the presence of the brand in a market that, year after year, continues to value Italian made technologies. With this new location, Bovone will be able to guarantee faster response times and even more efficient sales support.

Bovone chose to locate its North American headquarters in North Carolina because of the state's rich history in the furniture industry, a leading sector for glass. In addition, the company was also attracted to the fact that the state has been ranked as one of the top five pro-business states in the country by *Forbes* magazine.

"We are thrilled that Bovone chose Rockingham County and Reidsville for its first U.S. operation. To have another international company invest in our county proves that the economy is strong and that our strategic location for reaching major U.S. markets continues to be attractive to companies looking to move product to market in a timely manner," said Leigh Cockram, director of the Rockingham County Center for Economic Development, Small Business & Tourism. "It's also exciting to see the repurposing of a previously vacant commercial building."

Reidsville's Mayor Jay Donecker adds, "This is another example of how strong the Reidsville economy is and how assets such as Interstate 785 and other infrastructure investments are paying dividends. Reidsville is also becoming a hotbed of international companies with over \$50 million in Foreign Direct Investment in the past 18 months. We welcome Bovone to Team Reidsville."

ABOUT BOVONE

Bovone is a worldwide manufacturer of solutions and technologies for the second processing of flat glass and natural and synthetic stones. The company's product lines are structured in two main areas of excellence: the product line consisting of stand-alone machines, for grinding, bevelling and washing of glass and stone; and the product line dedicated to complete plants for the silvering (coating) and layering of glass. These two areas are integrated to create the fully automated BRS Bovone Robotic System grinding islands. Bovone was founded in 1954 and is based in Ovada Italy in the Province of Alessandria.

Learn more at bovone.com.