



THE CITY OF  
**Reidsville**  
NORTH CAROLINA



Rockingham  
County **NC**

YOU'RE IN A GOOD PLACE

**ITG Brands 2020 Reidsville Plant Closing**  
**Statement by the City of Reidsville and Rockingham County**  
***November 1, 2018***

Obviously the announcement that ITG Brands plans to shut down its Reidsville plant in 2020 is extremely upsetting news to all of us in Rockingham County. The company has a long, storied history in our community and it has been a cornerstone of Reidsville's economy for well over 100 years. This is a devastating loss for us. It will certainly be felt throughout our entire community and the Piedmont Triad region.

We are especially heartbroken for the hardworking, dedicated employees who will lose their jobs. Many generations of local families worked in that plant. Our Economic Development Team will be working closely with our state and local allies such as NC Works and Rockingham Community College to put a plan in place to assist the displaced workers.

Officials with the City and County worked closely with ITG Brands the last few years to do all we possibly could to try to prevent this. We understand that sometimes a company must make a bottom-line business decision. Unfortunately we are on the wrong side of that decision this time.

Our job at the City and County level is to try to make the best of this as much as possible. The skilled workforce coming out of ITG Brands will be a great asset for our industry recruitment efforts. We will focus our efforts on targeting new businesses and industries that require these skills. We will also work closely with ITG Brands on redevelopment of the Reidsville plant, which has been an iconic fixture in the City since the late 1800s.

Respectfully,

*Preston Mitchell*  
*Reidsville City Manager*

*Lance L. Metzler*  
*Rockingham County Manager*

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