

BEVERLY EAVES PERDUE
GOVERNOR



STATE OF NORTH CAROLINA
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Israeli Hygiene Product Company to Bring 95 Jobs, \$9 Million Investment to Rockingham County *State Grant Helps Albaad USA Expand in Reidsville*

RALEIGH – Gov. Bev Perdue today announced that Albaad USA Inc., an international supplier of wet wipes for varied uses, will expand its plant in Rockingham County. The company will invest more than \$9 million and create 95 jobs in Reidsville. The announcement was made possible in part by a \$350,000 grant from the One North Carolina Fund.

“We continue working hard to create jobs throughout North Carolina,” Gov. Perdue said. “International companies like this one are attracted by our state’s skilled workforce, top-rated business policies and unparalleled quality of life.”

Albaad USA is a wholly owned subsidiary of Albaad Corporate, which is headquartered in Israel and operates facilities in Israel, Germany and Reidsville. The company manufactures wet wipes for a variety of uses, including personal, home and automotive care.

The company, which employs about 200 workers in Rockingham County, was recently awarded a contract to produce a new infant wet wipe product. Albaad plans to expand its Reidsville plant, also known as AFG Wipes, to manufacture the new wipes and its standard products. The project’s 95 new jobs will pay an average annual wage of \$21,820, not including benefits.

“North Carolina was chosen for this project because of a wealth of talented and skilled labor, good shipping lanes to the East and Midwestern parts of the U.S., accessibility to ports to bring in raw materials and a well-established new aero transportation hub at Piedmont Triad International Airport,” company CEO Dan Mesika said.

The One NC Fund provides financial assistance, through local governments, to attract business projects that will stimulate economic activity and create new jobs in the state. Companies receive no money up front and must meet job creation and investment performance standards to qualify for grant funds. These grants also require and are contingent upon local matches.

“I was proud to work with Albaad USA as they decided to come to Reidsville. Our investments have paid off with the expansion and new jobs announced today,” said Rep. Nelson Cole.

North Carolina continues to have a top-ranked business climate. Through Gov. Perdue’s JobsNOW initiative, the state will work aggressively to create jobs, train and retrain our workforce, and lay the foundation for a strong and sustainable economic future.

Through use of the One NC Fund, more than 40,000 jobs and \$7 billion in investment have been created since 2001. Other project partners include: the N.C. Department of Commerce, Rockingham County, City of Reidsville, The Rockingham County Partnership for Economic & Tourism Development and the Employment Security Commission of North Carolina.

For more details on Albaad, go to: www.albaad.com. For information on job opportunities with the company, contact the Employment Security Commission Reidsville Office and JobLink Career Center, 8340 N.C. 87, Reidsville, or call (336) 634-5600.

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