

# Hartmann U.S. Brings Innovation To Egg Cartons



One would never think the terms “innovative” and “egg cartons” could go together, but the Danish manufacturing company Brodrene Hartmann (Hartmann U.S.) does just that by blending a dedicated workforce with advanced manufacturing technology. Hartmann U.S. announced in early 2016 that they were acquiring the former Briggs & Stratton building in the Hy Point Industrial Park after several months of negotiations with Missouri Partnership and the Rolla Regional Economic Commission (RREC).

Brodrene Hartmann began searching for a new facility in the Midwest in 2015 with the assistance of Newmark Grubb Knight Frank, a site selection firm. The path to Missouri came through Missouri Partnership, the State’s primary business recruitment organization that solicited proposals from a number of Missouri communities that had large industrial facilities on the market. Operating costs and a centralized U.S. location were primary factors in the search process.

Working with the Rolla community, the RREC, led by Cyndra Lorey,

executive director, and Mayor Louis J. Magdits IV, was able to assemble an incentive package. This package included property tax abatement on a new building expansion using the Enhanced Enterprise Zone, Chapter 100 bond financing and incentives on all new equipment, phased-in utility incentives, and building permit fee relief. In exchange, Hartmann U.S. would invest \$30 million in acquiring and equipping the new operation while creating 50 new jobs in late 2016 with a first quarter 2017 start-up. Incentives and company plans include up to two more lines and expansion to as much as \$65 million in private investment, along with 150 jobs in six years.

With the support of the Rolla Community, Missouri beat out five competing Midwest states due to Missouri’s strength in advance manufacturing; central access to major transportation routes; a competitive workforce; and competitive operating cost environment.

“We have been in close dialog with state and regional representatives, and

we are pleased with the constructive approach to meeting our needs and laying a foundation for a long-standing cooperation,” said Ulrik Kolding Hartvig, CEO of Brodrene Hartmann. “Our current activities in Canada have contributed significantly to Hartmann’s growth and profitability in recent years. With a new factory in Rolla, Missouri, we want to continue positive development. By increasing production capacity and presence in North America, we will gain access to a larger share of the market and have a solid foundation for expanding the business.”

Since the early 2016 announcement, the community has welcomed the Hartmann North America team led by Gerry Lavis, president, who has been critical in ramping up the new facility. The first plant manager was hired in the summer and Mr. Varon Martinez, a recently retired military officer from Ft. Leonard Wood, has been actively putting together a production team. Production is on track to begin in the first quarter of 2017, so look for the innovative molded-fiber egg packages in local stores. The egg cartons will require 6,000 tons of

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quickly connect with our customers across the country. Here, we have found an excellent regional manufacturing workforce and a competitive business climate overall that factored into the final decision to locate to Rolla.”

In addition to the Hartmann U.S. project, the Hy Point Industrial Park had a second significant project in 2016 with the announcement of a new 140,000-square-foot facility to serve the growing shipping needs of the region with FedEx Ground. According to Lorey, FedEx Ground selected the Rolla location because of its ease of access to major highways; proximity to customers’ distribution centers; and a strong local community workforce.

With the ongoing cooperation between RREC, the city of Rolla and major community organizations and institutions, 2017 looks to be a very exciting year! 🍀

**John D. Butz** is the city administrator for the city of Rolla. He can be reached at [jbutz@rollacity.org](mailto:jbutz@rollacity.org). **Cyndra Lorey** is the executive director of the Rolla Regional Economic Commission and can be reached at [rollaconddev@gmail.com](mailto:rollaconddev@gmail.com)

recycled paper in the first year!

“I appreciate the state of Missouri, the Missouri Partnership and the Rolla Regional Economic Commission for their professionalism during the location strategy and final decision-making

process,” said Gerry Lavis, president of Hartmann North America. “The central location with improved transportation access from the I-44 corridor and intermodal rail connections in St. Louis and Kansas City will allow us to

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