



BUFFALO NIAGARA SUCCESS STORY

SWS Warning Lights Inc. Chooses Buffalo Niagara



PROJECT TYPE:

Advanced Manufacturing

JOBS: 6 New

INVESTMENT: \$2,335,784

COMPANY OVERVIEW:

SWS Warning Lights Inc. (SWS) is a Canadian-based advanced manufacturing company that assembles safety warning lights for the construction industry. Their product is often found on snow plows, construction vehicles, and road construction signage. As SWS grew, they saw significant opportunities in the U.S. market, especially since their raw materials were being sourced from the U.S. An expansion to the U.S. would also help the company penetrate the larger U.S. market, establish a Made in the USA product, and reduce overall operating costs.

PROJECT SOLUTION:

SWS was identified as a company that may be interested in U.S. expansion. Tom Chopp, SWS's managing partner, was introduced to InBN's Director of International Business Development Carolyn Powell.

InBN provided assistance throughout SWS's expansion process as it narrowed in on Buffalo Niagara based on its close proximity to the company's original Canadian headquarters in Niagara Falls, Ontario. InBN coordinated meetings to discuss critical items like US incorporation, tax and accounting strategies, immigration, establishing credit and bank accounts in the U.S., and human resource compliance on this side of the border. This allowed SWS to fully understand how to structure the company in the U.S. and operate most effectively between the two countries. InBN also conducted SWS's site search by gathering building information and real estate options based on their building criteria and arranged building tours according to their preferred site list.

SWS began U.S. operations with a 4,000 sq. ft. distribution center to improve American logistics and pledged to create six new jobs in the first five years of operations. Within one year, SWS has already expanded to manufacturing its first line of Made in USA products.

“Invest Buffalo Niagara afforded us peace of mind throughout what could have been a very complex process. They built the business case and we couldn't be more happy to now expand to Buffalo Niagara.”

- Tom Chopp, Managing Partner, SWS Warning Lights Inc.

“Companies such as SWS Warning Lights, Inc. are finding that Erie County is a good place for business, and I thank Invest Buffalo Niagara for showcasing all that our region has to offer to prospective Canadian partners.”

- Erie County Executive Mark Poloncarz