



Local Supply Chain & Workforce Win in Viatran Retention and Expansion



COMPANY OVERVIEW:

Viatran is a subsidiary of a publicly-traded, out-of state parent company, operating as a separate division in the Buffalo Niagara region. Viatran manufactures pressure sensors and transmitters, servicing a wide variety of industries. Viatran manufactures new products and repairs legacy product in a rapid response environment based on lean manufacturing and advanced electronic commerce capabilities.

The company's lease was coming due and at the same time the division was poised for a significant expansion, making their previous facility inadequate for the growing demand. The local leadership team was tasked with conducting a global search for the most appropriate venue to expand their operations, including other corporate facilities with capacity in Massachusetts, Texas, and Malaysia.

PROJECT SOLUTION:

Invest Buffalo Niagara worked with the local leadership team in crafting the business case to not only keep the existing jobs but also capture the expansion. Key decision factors were the company's existing workforce and local leadership team, the region's talent pool to pull from for future hiring (InBN provided workforce and demographics data), a strong incentives offer, and finding a building that could host its growth. The company worked with a local real estate broker to identify a building and InBN facilitated the incentives process resulting in a package of Excelsior Tax Credits from Empire State Development. The company has pledged to retain its 55 employees, create an additional 72 jobs and invest \$1,545,000 in capital equipment and leasehold improvements.

PROJECT TYPE:

Advanced Manufacturing

JOBS: 72 New, 55 Retained

INVESTMENT: \$1,545,000

REQUIREMENTS:

- A suitable building for both office and manufacturing functions, with ability to expand
- Build a business case that Buffalo Niagara was the right place for this expansion
- Data on the region's workforce and transportation patterns

“The workforce in this region is well acclimated to the sensor technology industry.”

- Kevin Cornacchio,
President Viatran