



## BUFFALO NIAGARA SUCCESS STORY

# Magic White Inc.

Investment: \$300,000 Jobs: 10

### COMPANY OVERVIEW:

Magic White Inc. is a provider of commercial dish washing chemicals and equipment, primarily to the restaurant industry. The company has services including leasing dish washing equipment, supplying chemicals and servicing equipment in a very timely manner. Magic White has had a strong track record of success in Canada operating out of the Greater Toronto Area for over 40 years.

### PROJECT CHALLENGE:

Magic White considered such a U.S. expansion for approximately two years, but found it difficult to determine where to start, overwhelmed by the litany of questions they had about establishing a business in a foreign country. The principals of Magic White met an Invest Buffalo Niagara representative at a trade show in Toronto. Upon hearing the slate of services, Magic White knew this was the time to make the move.

### PROJECT SOLUTION:

Invest Buffalo Niagara quickly kicked into gear, laying out the cross border expansion process and arranging for a series of introductory meetings with key service providers. The company utilized its own connections to identify suitable warehouse/office space and moved to lease it, taking occupancy on May 1. With Invest Buffalo Niagara's assistance, Magic White was able to successfully establish its first U.S. location in less than two months. They plan to create 11 jobs and invest approximately \$120,000 over its first three years.



Alan Rosenhoch, BNE Business Development Manager with Jim Anastasiadis, John Petri and Bill McCormick of Magic White Inc.

*"Our goal is to provide superior service at a very competitive price to foodservice operators, ensuring their success. It is the cornerstone that Magic White has been established on, as we have many long term customers, some for over 40 years still with us today. We found that Buffalo Niagara is a growing vibrant and exciting community with many new food establishments popping up. The area needs a new player in the market, which led us to work with Invest Buffalo Niagara and establish a presence here." - Jim Anastasiadis, Magic White Inc. President & CEO*

