

NELA USA Announces Relocation to River Falls

St. Croix EDC Assists Buyer and Seller

NELA USA, a manufacturer of register punching and bending machines and machines for offset printing plates, announced it will relocate to River Falls, Wisconsin following the acquisition of a 53,000 square foot facility in the Whitetail Ridge Corporate Park. The facility, located at 610 Whitetail Boulevard, will integrate NELA's engineering, production, and customer service functions. NELA expects to close on the purchase later this month. Details were finalized at a June 9th River Falls city council meeting when the council gave its approval of NELA's purchase in accordance with the terms of a developer's agreement. NELA USA employs around 60 people at their current location in Oakdale, Minnesota and serves markets in North and South America.



Bob Deis, NELA USA's director of manufacturing, stands in front of an automated printing plate sorting system being assembled in early June. It will be shipped and installed at the Chicago Tribune.

“We are very happy to become part of the River Falls manufacturing community and we believe Wisconsin's business climate will be very helpful to our future growth,” said David Klein, president of NELA USA. “The City of River Falls made our decision to move an easy one because of their cooperative attitudes. St. Croix EDC and the Wisconsin Department of Commerce provided timely information about opportunities and locations in Wisconsin. Such help was invaluable to our decision making,” added Klein.

The parent company of NELA is based in Lahr, Germany. NELA expanded into the United States in 2000 by merging with the former Ternes Register Systems in suburban St. Paul, Minnesota. Through the purchase of the Ternes assets, NELA became the largest manufacturer of punch and bending systems. NELA also has an operation in Asia to serve those markets.

NELA's equipment provides innovative solutions and efficiencies for newspapers and commercial printers. NELA's systems have been installed at over 250 locations, including the New York Times, Atlanta Journal-Constitution, Houston Chronicle, Star Tribune, Dow Jones & Company, Zero Hora, and O Globo (both located in Brazil). NELA lists Heidelberg, Goss, Kodak and Agfa as its OEM (original equipment manufacturer) partners.

NELA continues to diversify. Earlier this year, the company's operations in Germany announced the acquisition of OMSC Optical Measurement (Dessau, Germany). OMSC is a leader in the field of optical surface inspection systems for the examination of rubber, polymer and ceramic parts. The transaction offers great potential for further growth of the NELA group, including the operations in River Falls.

NELA will purchase the former Hal's Millwork facility, which closed earlier this year. The building includes 6.8 acres and will accommodate future additions. The building was constructed in 2001 and occupied in March 2002. Following internal improvements, including the addition of more office space, NELA USA will occupy the building in late summer.

St. Croix EDC worked extensively with NELA concerning its relocation to Wisconsin (St. Croix County). The EDC, in conjunction with the River Falls EDC, introduced NELA to the partnership that owns the facility. The announcement to purchase the building follows months of negotiations between the buyer and seller.

“I welcome NELA USA to River Falls,” said Mayor Don Richards. “Their inclusion in Whitetail Park, in an existing building, saves us precious land in the park, and builds the potential for increased employment at the same time. They will be a nice fit among the park's corporate tenants,” added Mayor Richards.

NELA's operations in the U.S., Germany, and Asia make it the largest technologist and state-of-the-art manufacturer of plate automation and register systems in the world. More information about NELA is available at www.nela-usa.com.