

Gov. Walker: Participates in ribbon cutting for DuraTech Industries' \$7.5 million expansion project

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Contact: Amy Hasenberg, (608) 266-2839

Expanded facility expected to create up to 125 new jobs

LA CROSSE – Governor Scott Walker today participated in a ribbon cutting ceremony for DuraTech Industries' new \$7.5 million, 47,000-square-foot expansion project in La Crosse. The company's total capital investment includes a new \$5 million facility that is expected to create up to 125 new jobs once fully operational. DuraTech Industries chose La Crosse, Wisconsin for its expansion over Raleigh, North Carolina and Bangor, China.

"This is great news for La Crosse and our entire state," Governor Walker said. "DuraTech's decision to expand right here at home is a big reason for our state's continued economic success. Investments from Wisconsin-based companies are key in maintaining our all-time low unemployment rate of 2.8 percent."

DuraTech currently employs over 275 full time members and another 25 part time, with this expansion project expected to add an additional 50 new jobs in the short term and up to 125 jobs when the facility is fully operational. More than 47,300 square ft. of manufacturing and office space will also be added as part of this expansion. The company purchases from more than 200 suppliers in the La Crosse area alone and is expecting to purchase \$5-7 million in supplies annually once the expanded facility is up and running.

"We are very proud of our new state of the art 47,000-square-foot addition," said

DuraTech President Mark Johnson. “It has clean rooms to house our high-speed printing presses, a robot to inspect parts, energy saving LED lighting and 10 new offices. The new addition will help us better serve our growing customer base and is a great working environment for our team members. We are very honored to share this momentous occasion with someone who has worked so hard to help manufacturers in Wisconsin grow, Governor Scott Walker.”

In 2017, WEDC provided Duratech with Industrial Revenue Bonding and a Business Development Tax Credit related to renovations and expansions at its La Crosse manufacturing facility as well as developing a new product line.

DuraTech Industries is an industrial printing company that provides decorative and functional identification products to Fortune 500 companies. The company was established in Galesville in 1977 before relocating its headquarters to La Crosse in 1979.