



Mark Sanford
Governor

SOUTH CAROLINA
DEPARTMENT OF COMMERCE

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Datran Announces U.S. Facility in Piedmont, S.C. *\$5 Million Investment to Bring 70 New Jobs to Greenville County*

Columbia, S.C. – The South Carolina Department of Commerce joined the Greenville Area Development Corporation and Datran today in announcing the company's intention to locate its U.S. facility in Piedmont, S.C. Datran will invest \$5 million dollars and anticipates the creation of 70 new jobs at its U.S. operations in Greenville County.

"Already well established and highly recognized in Canada, Datran is committed to continuing our strong relationship with our Southern customers. Greenville is centrally located in relation to the automotive and recreational OEM's. We are impressed by the dynamics and culture of Greenville. The people are professional and welcoming. We really feel the Southern hospitality," said Michel Veilleux, South Carolina Plant Manager, Datran. "Datran's new state of the art facility is fully equipped with high tech and robotic technology. Datran is pleased with the opportunity to become a vital part of the manufacturing community and to supply quality products from Greenville."

Datran provides surface finishing for OEM's and plastic parts manufacturers within the automotive, recreational vehicle, and sports equipment industries.

"Today's announcement is another sign that our efforts to strengthen the economic soil conditions for business growth are paying dividends. We remain committed to continuing those efforts to keep creating jobs and opportunities for more South Carolinians," said Gov. Mark Sanford.

"Datran's decision to locate this new operation in the Piedmont area of Greenville County will help replace textile jobs lost over the past few years. This represents the continued transition in our area to the technologically-based economy of the twenty-first century where, through education and opportunity, people can achieve greater prosperity," said Butch Kirven, Chairman, Greenville County Council.

"What great news to have Datran, a Canadian company, locate a new manufacturing facility in Greenville County," said Jay Rogers, Chairman of the Board of the GADC. "Greenville continues to demonstrate that it is a business-friendly place for international companies and the community extends a warm welcome. An international focus combined with the community's hospitality will continue to open economic doors for Greenville."

Marcel Lepage founded Datran in Pointe-au-Père in the Lower St. Lawrence region in Quebec, Canada. Initially, the company refurbished telecommunications equipment. In its first year of operation, Datran won the provincial gold for entrepreneurship from Corporation *professionnelle des comptables généraux licenciés du Québec*. Datran has since broadened its focus to recreational vehicles by expanding its automated production.

Today, the Canadian-based company provides surface finishing for OEM's and plastic parts for the automotive and sports equipment industries. Datran currently employs over 300 people at its three facilities in Pointe-au-Père, Bromptonville, and Sherbrooke in Quebec, Canada.

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