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Furniture facility, jobs coming to High Point

by Pam Haynes

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HIGH POINT – A Canadian company expanding to High Point will provide an injection of furniture manufacturing and office jobs, the High Point Economic Development Corp. announced Thursday.

NLnovalink, based in Mississauga, Ontario, Canada, bought a 5.6-acre site at the corner of Mendenhall Oaks Parkway and Heron Place with plans to build a 53,000-square-foot manufacturing, corporate and client service center facility, according to a release from the company. Its USA headquarters will be housed there.

About 30 people will be hired initially, but the company plans to grow its employment base in the city to 75.

Tony Vander Park, company president, said a date to begin construction had not yet been set, but it would “occur in the coming months,” and the facility should be in operation within a year.

EDC President Loren Hill said the jobs will follow “fairly imminently” upon its completion.

“They already are convinced of our good work force here, especially our furniture manufacturing work force,” he said. “It’s a large project in the content of what we expect to announce this year.”

The company is family-owned and manufactures office furniture. It creates desks and technology-focused workstations under the trade name “I.T. focused DESKING,” the release said.

Hill said the company considered other locations in the Triad, but the project was brought to the High Point EDC’s attention thanks to a lead from the Piedmont Triad Partnership. The EDC worked with the company for nearly two and half years to recruit them to High Point.

“They looked at many different sites and buildings, but what they wanted was very specific, so they decided to build,” he said. “This site really caught their attention. Mayor Becky Smothers played a large role in the project as well.”

The company did not apply for or receive financial incentives to relocate to the city, but the City Council voted five months ago to authorize funds for improvements to Heron Place and make it a public street. The improvements will allow truck traffic for NLnovalink to access the future building, Hill said.

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