

Vitex Extrusion Invests in the Future



PHOTOS COURTESY OF VITEX EXTRUSION

Above: Vitex's new 50,000 sq. ft. facility in Franklin, NH, is dedicated to machining, fabrication and assembly of aluminum extrusions. Below: Andrew Curland, president and CEO of Vitex Extrusion.

Like many businesses, **Vitex Extrusion** has been dealing with the economic fallout caused by the pandemic. But that hasn't stopped the Franklin company from investing in its future. In fact, executives just signed a long-term lease on a 50,000-square-foot plant (formerly occupied by Freudenberg) next door to its current facility.

The expansion is the latest milestone for Vitex, which was acquired by Massachusetts-based Momentum Manufacturing Group at the end of 2019. Andrew Curland, president and CEO, had acquired Vitex in 2007. When he decided to sell the business, it made sense to sell it to Momentum, the company's oldest and largest customer.

Curland says the sale is part of his plan to move the company forward. When Curland acquired Vitex, he purchased new equipment to replace the outdated equipment and created new product lines. Moving into the former Freudenberg facility had been in the works for years, he says.

"The plan is to double production through further investment by 2022 in aluminum extrusion and grow the downstream manufacturing business by two- to three-fold," Curland says.

Curland says he sold the company as he is 65 and needed a game plan for the future of the company. Momentum made the most sense because of the strong ties between the two companies and the value they bring to one another, he adds.

Momentum Manufacturing Group, one of the top 10 metal manufacturing companies in the United States, has eight facilities in Massachusetts, Vermont and NH and employs 540, including 110 at Vitex. "We will take the synergy of the companies and continue

to grow from further customer acquisition, investment and more acquisitions," Curland says.

Because of COVID-19, Vitex went through a rough patch in April and May, Curland says, adding the pandemic "caught everybody off guard." But, while COVID affected demand in some areas that Vitex serves, including automotive, business is brisk in other areas, including sporting goods and swimming pools. "Most of our customers are busy," Curland says. "We're busy because our customers are busy." The biggest challenge the company now faces is recruitment as it currently has 30 open positions. "We will be doubling the business. That's the plan and the investment," Curland says. For more information, visit vitexextrusions.com

