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NEWS & OPPORTUNITIES
FROM N.C. COMMERCE



The Clorox Company to Create 158 High-Paying Jobs in Durham

The Clorox Company (NYSE: CLX), a leading multinational manufacturer and marketer of consumer and professional products, will create 158 new jobs in Durham County, **Governor Roy Cooper** announced today (November 24). The company will invest \$7.5 million to relocate the headquarters for its Better Health Vitamins, Minerals and Supplement (VMS) business and expand its operations in Durham.

"Global brands like Clorox see North Carolina's steady leadership and workforce growth as reasons to operate and thrive here, even during a crisis," said **Governor Cooper**. "The Clorox Company's continued investment and partnership here is good news for our entire state's continued economic recovery."

Since 1913, The Clorox Company has manufactured and marketed its namesake bleach and other household cleaning, home care, sauces, containers, and personal care products in more than 100 countries. The company's Better Health VMS division focuses on vitamins, minerals, and supplements with leading brands such as RenewLife®, Rainbow Light®, Natural Vitality Calm™, and NeoCell®. Clorox will establish a new research and development facility and expand corporate operations for Better Health and Burt's Bees®, which currently employs more than 500 people between its headquarters in Durham and a manufacturing facility in Morrisville.

"Clorox is grateful to be able to deepen our commitment to the North Carolina community, offering employment and investment during what is admittedly a difficult time for many," said **Matt Gregory, Vice President and General Manager of Health & Beauty**. "The Triangle has demonstrated a proven track record of attracting, retaining and developing top talent – talent which will continue to help Clorox wellness brands drive good, sustainable growth and champion people to be well and thrive every single day."

"North Carolina's infrastructure, workforce assets, business climate and market access support the world's leading brands as they embrace growth opportunities in the post-pandemic



Medical Product Maker to Relocate Headquarters and Operations to Edgecombe County

Wolf and Flow X-Ray, a medical imaging manufacturer, will create 68 new jobs in Edgecombe County, **Governor Roy Cooper** announced November 12. The company will invest more than \$4.5 million to relocate their headquarters and manufacturing operations to Rocky Mount.

"Manufacturers like Wolf and Flow X-Ray choose North Carolina to base their operations because they are confident in our workforce and our ability to manage the current crisis. We are well-positioned to recover economically, in part, because of companies choosing to expand in our state right now," said **Governor Cooper**.

Wolf and Flow X-Ray are global manufacturers of high-quality medical and dental imaging products and accessories. For more than 90 years, the Wolf family has offered the medical and dental industries seven different product lines and a catalog of more than 180 products. Wolf and Flow X-Ray hold various patents for its digital radiography and lead protection lines, including the x-ray protective apron.

"We are so excited to relocate to Battleboro and the City of Rocky Mount where we know our employees will have a better quality of

economy," said **Commerce Secretary Anthony M. Copeland**. "We welcome this prominent name in consumer staples and look forward to supporting their success in our state."

The new jobs announced today will include IT, management, marketing, sales, finance, and research and development personnel. The average annual salary for all new positions is \$123,310, creating an annual payroll impact of more than \$19.4 million per year. Durham County's overall average annual wage is \$71,756.

The Clorox Company's expansion will be facilitated, in part, by a Job Development Investment Grant (JDIG). Over the course of the 12-year term of the grant, the project is estimated to grow the state's economy by more than \$462 million. Using a formula that takes into account the new tax revenues generated by the 158 new jobs, the JDIG agreement authorizes the potential reimbursement to the company of up to \$2,194,500 spread over 12 years. Payments for all JDIGs only occur following performance verification by the departments of Commerce and Revenue that the company has met its incremental job creation and investment targets. JDIG projects result in positive net tax revenue to the state treasury, even after taking into consideration the grant's reimbursement payments to a given company.

Because The Clorox Company is expanding in Durham County, classified by the state's economic tier system as Tier 3, the company's JDIG agreement also calls for moving as much as \$731,500 into the state's Industrial Development Fund – Utility Account. The Utility Account helps rural communities finance necessary infrastructure upgrades to attract future business. Even when new jobs are created in a Tier 3 county such as Durham, the new tax revenue generated through JDIG grants helps more economically challenged communities elsewhere in the state.

In addition to the [North Carolina Department of Commerce](#) and the [Economic Development Partnership of North Carolina](#), other key partners in the project include the [North Carolina General Assembly](#), [Durham County](#), the [City of Durham](#), and the [Greater Durham Chamber of Commerce](#).

Happy
THANKSGIVING

N.C. Commerce will observe state holidays this week on Thursday and Friday, November 26-27.

All of us are thankful for the work you do every day to support economic development in your community and all across North Carolina.

From our Commerce family to yours, best wishes for a happy Thanksgiving, and stay safe!

life," said **Carol Camiola, Chief Financial Officer of Wolf and Flow X-Ray**. "We are confident that with the help from the economic development teams and the local colleges that this project will be a great success for us all."

"North Carolina's leadership in healthcare delivery and advanced manufacturing combine to make the state an obvious choice for medical device makers like Wolf and Flow X-Ray," said **Commerce Secretary Anthony Copeland**. "We welcome this growing company and look forward to helping them connect to the ingredients for their continued success."

The salaries for the company's new jobs will vary for the operations, shipping, administrative, and management positions. The average expected annual salary for all new positions is \$36,929, creating a payroll impact of more than \$2.5 million per year. Edgecombe County's overall average annual wage is \$35,732.

A performance-based grant of \$200,000 from the One North Carolina Fund will help facilitate Wolf and Flow X-Ray's expansion.

In addition to the [North Carolina Department of Commerce](#) and the [Economic Development Partnership of North Carolina](#), other key partners in the project include the [North Carolina Community College System](#), [Edgecombe County](#), [ElectriCities](#), [Carolinas Gateway Partnership](#), and the [City of Rocky Mount](#).

On Our Radar

- [IPM Chirana Selects Research Triangle Park for U.S. Headquarters and Global Launch of Aura V Critical Care Ventilators](#)
(Press release via Cision PR Web)

N.C. in the News

- [Winston-Salem State of the Economy Coverage](#) (Winston-Salem Journal - November 21)
- [New Hendersonville industrial park, joint venture 'historic,' 'game-changer.'](#) (Asheville Citizen-Times - November 20)
- [Don't expect our economy to ever be the same again – here's why, says NCSU economist](#) (WRAL TechWire - November 20)
- [Dunbeck named interim economic developer for city](#) (High Point Enterprise - November 20)

About Us



SYNC is North Carolina Commerce's electronic newsletter for local government officials, private-sector allies, state policy makers, and other economic development leaders. We offer unfiltered details about new economic development projects and events, useful news about your peers, and opportunities to synchronize with statewide programs and tools in order to advance economic development in your community. [Send your story ideas to the editor.](#)

(919) 814-4600

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Building Location:
301 North Wilmington Street
Raleigh, NC 27601-1058

Mailing Address:
4301 Mail Service Center
Raleigh, NC 27699-4301

[Email the Editor](#) [SYNC archive](#)

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