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Governor Susana Martinez Announces Manufacturer Bringing 100 Well-Paying Jobs to Las Cruces

Las Cruces – Governor Susana Martinez announced today that CertoPlast will locate its first North American operation in Las Cruces. CertoPlast will be the first manufacturer to locate in the Las Cruces Foreign Trade Zone (FTZ), and will create 100 new jobs with an average wage of \$22.38 an hour. The company’s new facility will be located in the West Mesa Industrial Park.

“We are thrilled that CertoPlast will create 100 new jobs here in New Mexico to manufacture their products for the auto industry and take advantage of the FTZ to create well-paying jobs for New Mexicans,” said Governor Martinez. “This is a prime example of our efforts to diversify our economy, compete for jobs, attract new companies, and help businesses grow.”

In 2011, professional services firm Ernst & Young rated New Mexico third worst in the region for taxing manufacturers. In 2013, Governor Martinez signed single sales factor legislation, allowing manufactures the option of paying corporate income tax on goods sold only in New Mexico. Governor Martinez also signed legislation reducing New Mexico’s corporate income tax by 22 percent, from 7.6 to 5.9 percent over five years, making New Mexico more competitive with other Western states. Governor Martinez also signed legislation ending the practice of “tax pyramiding,” an unfair practice which often resulted in double and triple taxation of finished projects in the construction sector. As a result of these much-needed reforms, in January 2014 Ernst & Young upgraded their rating of New Mexico’s taxation of manufacturers to best in the west.

As an FTZ user, CertoPlast is able to defer, reduce, and/or eliminate import duties. The FTZ allows manufacturers to bring in parts for their products from different parts of the world - tariff deferred - for the purposes of manufacturing. Then the value of the final product is charged a tariff when it leaves the FTZ.

“We are proud to welcome CertoPlast to Las Cruces,” said Mesilla Valley Economic Development Alliance President Davin Lopez. “We are grateful to the entire team who has worked for months to make this project a reality. Thanks to CertoPlast for adding jobs to New Mexico’s economy.”

The New Mexico Economic Development Department and the City of Las Cruces are each contributing \$75,000, for a total of \$150,000 in incentives to help CertoPlast offset the cost of converting a vacant warehouse into space for value-added manufacturing.

“New Mexico has become a prime location for manufacturing in the U.S., and with Las Cruces’ amenities and proximity to the Mexican auto industry, we found this to be the best place for our North American operations,” said CertoPlast Managing Director René Rambusch. “We received much support from Governor Martinez and the City of Las Cruces and look forward to opening our facility here.”

CertoPlast produces technical adhesive tapes, specifically automotive wire harness tapes, with facilities in China and Europe, including headquarters in Germany. The company was founded in 1991 as an independent limited liability company, building on the former adhesive tape division of Vorwerk & Sohn GmbH, which has been in operation since 1827.

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