



ECONOMIC  
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DEPARTMENT

**Contact:** Chris Chaffin  
[Chris.Chaffin@edd.nm.gov](mailto:Chris.Chaffin@edd.nm.gov)  
(505) 490-7962

Gov. Michelle Lujan Grisham  
Cabinet Secretary Rob Black  
Deputy Cabinet Secretary Isaac Romero

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## Canadian manufacturer eyes Las Cruces, New Mexico, for its 1st U.S. facility

**LAS CRUCES, N.M.** — A Canadian steel processing and manufacturing company is evaluating Las Cruces as the site of its first U.S. facility, a project that could bring dozens of jobs and over \$50 million in economic impact to New Mexico.

Headquartered in Calgary, Alberta, Endurance Technologies, Inc. (ETI), is a steel processing and manufacturing company that services the oil and gas, agriculture, mining, forestry, and industrial industries, and has been in business for over 30 years. To meet growing demand for its products, ETI is seeking a new manufacturing facility to expand its production capabilities into the U.S. and to host existing and potential clients. A multistate site selection process has been conducted, and as it nears conclusion, Las Cruces, New Mexico, has emerged as a leading candidate.

"We began our expansion search with multiple facilities located over multiple states and have pored over measurable business metrics that have created a short list of prospects. As a company that was started by a husband and wife team over thirty years ago, we continuously strive to maintain a family-orientated company culture which is not measurable but rather a comfort feeling you begin to develop over time," said **Jeff Pitura, President & CEO, Endurance Technologies, Inc.** "New Mexico's official slogan is the "Land of Enchantment," while it's slogan for business is "everybody is somebody in New Mexico. This speaks to the cultures we value, and your representatives have positioned you well."

While the project is still under consideration, the company expects to hire approximately 40 employees within five years, with an estimated wage above average for Doña Ana County. ETI projects an investment exceeding \$11M in the first three years, with total forecasted capital expenditures above \$18M and an estimated economic output over \$50M — a significant potential gain for the state.

"Building this facility in Las Cruces would represent a clear vote of confidence in New Mexico's future, recognizing the strength of our workforce, our strategic location, and our commitment to smart, sustainable growth." said **Rob Black, Cabinet Secretary for the New Mexico Economic Development Department.** "This is how we create lasting jobs, grow local economies, and ensure our communities don't just get by — they get ahead."

Should ETI's new project locate in Las Cruces, it would result in the purchase of an existing, currently vacant, and underutilized building occupying 45,050 square feet on approximately 15 acres of land located at the City of Las Cruces' Innovation & Industrial Park, a key economic development asset for the city.

"We are thrilled about the possible opportunity to welcome Endurance Technologies to Las Cruces," said **Eric Enriquez, Mayor of Las Cruces.** "Their investment in our community, from revitalizing a vacant property to creating quality jobs, aligns perfectly with our vision for economic growth and innovation. This project would not only strengthen our local economy but also showcase Las Cruces as a hub for industry and opportunity."

Local and regional collaboration has been essential to advancing New Mexico's candidacy, including efforts by the City of Las Cruces and the Mesilla Valley Economic Development Alliance (MVEDA).

"We are proud to be among the final locations under consideration as the company evaluates potential

sites,” said **Davin Lopez, President & CEO of MVEDA**. “We recognize this is part of a competitive site selection process with important decisions still ahead, but we welcome the opportunity to showcase the strengths and opportunities our community provides.”

The site selection decision for this investment has taken many months of analysis encompassing several critical location factors, including logistics, property availability, workforce, utility access, business climate, operating costs, and economic incentives available to underwrite the business expansion.

“This has been a comprehensive and competitive site selection process,” said **Gregg Wassmansdorf, Senior Managing Director of Global Strategy for Newmark**. “A genuine display of partnering efforts from New Mexico’s state and local governments, along with meaningful financial support, has been instrumental in getting Endurance to this pivotal point in the project.”

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New Mexico Economic Development Department | 1100 South St. Francis Dr Joseph M.  
Montoya Building | Santa Fe, NM 87505-4147 US

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