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Chinese firm to take space in Charlotte's NorthPark for plant

Charlotte Business Journal - by [Susan Stabley](#) Staff writer

A Chinese maker of roll film and ribbons for bar-code printers will open a factory and distribution center in Charlotte with plans to employ 50 workers within three years.

Todaytec's 12,200-square-foot facility in the NorthPark Business Center will be the Asian manufacturer's only location in North America. It will be the base of operations for serving customers in the United States, Canada and Mexico.

Eileen Cai, **Charlotte Chamber** director of economic and Asian development, says this is the first Chinese manufacturer to establish a production facility for this type of thermal transfer ribbon in the country. Todaytec's products provide the ink found on a tracking label for a shipping box or on the identification sticker on a battery in your cell phone.

Todaytec will be Mecklenburg County's fourth company based in China. The chamber tracked 565 foreign-owned firms here in 2009, but most hail from Germany or the United Kingdom.

Cai says Todaytec is the top producer and marketer of thermal transfer bar-code ribbons. The company recently finished construction of a 500,000-square-foot manufacturing facility in Hangzhou, China, and doubled its coating capacity to support a global business expansion. Todaytec was founded in 2000 and exports to more than 50 countries.

Todaytec chose Mecklenburg County because of its proximity to most of the company's client base, including Japanese-based label printer company **SATO America Inc.**, located on Nations Ford Road.

And Charlotte is also the home of company President Michael Oliverio, who moved here 15 years ago from Connecticut. "We'll be able to reach 75% of our customers within two days," he says. "That's a big advantage."

Oliverio adds that his Chinese employers spoke highly of Charlotte after a local tour. "They said there are two things we love: The sky is blue and the air is clean."

The Charlotte location at 6701-K Northpark Blvd. will launch with at least 20 workers, says Oliverio, who hopes to move in by May.

Todaytec is currently in about 6,000 square feet leased in the Denver Business Park in Lincoln County since last May. It was that county's first Chinese-based business.

But Oliverio says the operation quickly outgrew the space. He says the company has made provisions to move into a larger location on site as Todaytec expands. "We expect to double in three years," he says. "Millions of dollars of product will go out the door, as we grow, in one business year."

Donald Beck of Charlotte-based **Beck Commercial Properties** represented the company. **CB Richard Ellis** brokers Anne Johnson and Bryan Crutcher represented landlord **EastGroup Properties**.

Todaytec will run three shifts, seven days a week.

Research director Amy Shapiro contributed to this report.

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