

NJBIA

REPORT TO MEMBERS *by Philip Kirschner, President*

Manufacturing is Alive and Well in NJ

As Mark Twain might say, reports of the death of manufacturing in New Jersey are greatly exaggerated. Many people assume that the manufacturers who populated New Jersey for most of the 20th century have long since left for less expensive states or set up operations overseas. While it's true that New Jersey's manufacturing sector has shrunk over the years, the fact remains that New Jersey is still home to a vibrant, dynamic manufacturing sector that provides over 250,000 jobs.

The importance of manufacturing to the state economy was on display at NJBIA's "Made in New Jersey Day" at the State Capitol on March 14.

Twenty-two New Jersey manufacturers lined the halls of the State House in Trenton to showcase their products and tell their stories to Lt. Governor Kim Guadagno, Senate President Stephen Sweeney, and many state legislators. It was an impressive display of manufacturing strength and of the incredible variety of products made here in New Jersey.

The Lt. Governor, Senate President and many legislators toured the many exhibits. For the manufacturers, all members of the New Jersey Business & Industry Association, it was a chance to explain the importance of manufacturing to the state economy.

The array of products and companies on display at this year's event was truly impressive.

There were food manufacturers like Cowabunga Ice Cream of Forked River, which makes gourmet ice cream, and Lamonica Foods of Millville, which sells fresh, frozen and

canned seafood products to restaurants and stores across the country.

Several companies make high technology products. Engineered Arresting Systems Corp. of Logan Township, for instance, makes a special, crushable concrete that prevents jets from skidding off runways. Adantex USA, Inc. of Ocean Township makes gear boxes that can work at odd angles. NuStar Energy, LP of West Deptford makes a special polymer-modified asphalt (PMA) for longer pavement life.

Among the military subcontractors, National Manufacturing Co., Inc. of Chatham and the Falstrom Company of Passaic, make custom machined parts and enclosures. V.E.P. Manufacturing of Jackson Township has made parts used in the space shuttle.

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There were some products you wouldn't think of as coming from New Jersey. Serratelli Hat Company of Newark, for instance, is a leading manufacturer of cowboy hats.

Some products on display we use all the time. Reckitt Benckiser, Inc. of Parsippany makes cleaning products with familiar brand names like LYSOL®, EASY-OFF® cleaners, RESOLVE® cleaners, and AIR WICK. Paris Business Products of Westampton is a leading manufacturer of paper. Concord Products of Bellmawr has been manufacturing office furnishings since 1968, and Maywood Furniture of Maywood has been making folding banquet tables for large hotels for more than 80 years.

In all, New Jersey manufacturers still contribute a great deal to the state economy. They employ 253,900 workers and indirectly provide jobs for at least another 100,000.

Made in New Jersey Day gave manufacturers a chance to tell their stories to the people who make the laws, and to tell them what can be done to keep this important sector of the state economy strong. The manufacturers did their job well. **NJB**

