



Located in Green Bay, Wisconsin - Operations: **920-983-8000** Sales: **920-983-8008**

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The Rebirth of American Manufacturing

The reshoring of America is underway and gaining momentum. According to a survey from the Boston Consulting Group, 38% of the American manufacturing executives they polled are in the process of moving production back or at least considering the move to the U.S.A.

It was not too long ago that most manufacturers were touting the virtues of moving out of America to places like China and Central America. So why the change of heart? Why have companies joined Sierra Coating in embracing the “Made in America” movement? While patriotism does play a role in the decision, in the end, business is business and profitability is king. No matter what continent you make your products, if you cannot keep your costs down, the odds

of remaining competitive



At Sierra Coating, we believe a variety of factors play a role in the rebirth of American manufacturing. They include:

- **Less Shipping**

The farther away you manufacture or convert your goods, the longer the shipping routes and times. Shorter trip equals lower costs, it is that simple.

- **Automation**

For years, countries like China and Vietnam could claim lower labor costs. However, thanks to innovations in manufacturing automation, it is possible to



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make high quality products in America with less labor, faster, and more accurately.

- **Regulations**

While the U.S has always had tough and often costly environmental regulations, it is only recently that other countries have begun to catch up. The cost saving from less regulation overseas is starting to shrink.

- **Pride**

It is hard to replace the pride you get from actually seeing a product come to life. We think that it is this sense of accomplishment has been missing from America for far too long. Reshoring means having pride in your work, your products, your people, and best of all, your country.

- **Natural Gas**

At Sierra, we have become more competitive because of less reliance on foreign energy. There is a wealth of natural gas and energy to be used which provides a financial advantage.

While there are other more complex reasons for America's manufacturing renaissance, these five get at the core of the movement. The Sierra Coating family is excited about the future of manufacturing in the U.S., and we could not be more proud to be leading the charge towards a better America.