

FOR IMMEDIATE RELEASE:

Magnets USA celebrates 25th anniversary with move to Vinton

VINTON - Jan. 30, 2015 - Well-versed in the needs of real estate agents, one Roanoke-based company has had its own share of property dealings recently.

Earlier this month, Magnets USA, producer of more than 20 million magnetized marketing products annually, made the move from Connecticut Avenue in Roanoke to a new home in Vinton.

The transition, which required an exhaustive, six-month renovation of the old Grumman Fire Truck building, means 70 percent more space for production.

"We have been bursting at the seams," said President Alan Turner, who joined his brother's company in 1995. "We now have room to reorganize our processes, improve quality, speed delivery times and improve employee and customer satisfaction."

Turner, along with the company's 60 full-time employees, is eager to see what the extra breathing room will yield.

"It opens up a huge door to possibilities we could only dream of before," Turner said. "I believe the creativity and ingenuity of our employees will be unleashed in our new facility. It's like we are breaking out of a box."

Jennifer Beishir, programs manager and Vinton resident, sees the move as an asset to the town and the local economy.

"With so many companies moving out of the Roanoke Valley," Beishir said, "how could you not be excited that not only are we growing, but we have decided to stay in the Valley and add growth to an amazing corner of it?"

Though its client base comes primarily from the real estate industry, Magnets USA services the Chicago Bears, the Salem Red Sox, Kid Rock Enterprises, Burning Man, FloydFest, the American Quilter's Association and many local schools. In November, Magnets USA donated 500 commemorative fundraiser magnets to the Roanoke Rescue Mission's Drumstick Dash.

"In the early days, we really just needed warehouse space and room for our customer service team," said Dale Turner, who founded the company in 1990 and serves as president of marketing and sales. "Now we produce everything. Our new facility gives us all that, plus room to expand our product lines."

Products range from magnetic calendars and sports schedules to custom magnets and business cards. Last year marked the launch of their premium closing and corporate gift, LifeLong Cutlery.

In 2010, Magnets USA was named Small Business of the Year by the Roanoke Regional Chamber of Commerce.

A grand opening is slated for March.

For more information or to schedule a tour, please contact Donnie Martin (dmartin@magnetsusa.com or 800-869-7562, ext. 1509) or Laura Weeks (lauraw@magnetsusa.com or ext. 1513).