

redding.com

Is everything made in China? Ask Captive-Aire

Myth, repeated often enough, can become conventional wisdom.

For instance, everybody "knows" that everything is made in China these days, and if a business did want to open a factory stateside, no sane owner would do it in an overregulated, overtaxed place like California.

Well, tell it to Captive-Aire.

The maker of commercial-kitchen vents and fans opened its Redding plant near the Redding Municipal Airport just last year. It has since grown so quickly that already it employs 80 workers and recently bought a neighboring building to further expand its production.

Captive-Aire is based in North Carolina and has three other factories around the country, but to break into the market in the West it needed a plant strategically located to cut the time and cost of shipping around the region.

In that department, little old Redding really does have an edge. The city sits halfway between Los Angeles and Seattle, as the promoters like to say, which sounds like it's equally far from everything on the West Coast. But it still beats the haul from Oklahoma.

It's no myth that, in the big picture, software and services are the booming sectors of the American economy, but it's reassuring to see a factory manufacturing something solid -- and doing it right here in the north state.

And the best part: Captive-Aire is thriving without exploiting a multimillion-dollar city industrial park.



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