

BALDWIN INSIDER

Get to Know Butting: A Global Leader Choosing Baldwin County for Its First U.S. Home

When a company that's been in business since 1777 decides to expand to a new continent, they have an important decision to make. For Butting, a globally recognized and leading processor of stainless steel, the choice for its first U.S. production facility and North American headquarters was clear: Loxley, Alabama.

The \$61 million, two-phase investment will bring up to 100 high-quality jobs with wages well above the Baldwin County average. For Butting, the decision to call Baldwin County home was driven by a mix of strategic advantages and community strengths, including something close to home: the presence of Baldwin Preparatory Academy.

WHY BALDWIN COUNTY?

Butting's leadership team spent years evaluating locations across the United States. In the end, Baldwin County offered a combination of assets:

- ▶ A skilled, motivated workforce ready to support advanced manufacturing.
- ▶ A prime location with access to major transportation routes for national and global distribution.
- ▶ A pro-business environment and strong local partnerships.
- ▶ Quality of life that's second to none, from coastal living to vibrant communities.

But Baldwin Prep was a key differentiator. The new career-tech high school, with its focus on preparing students for high-demand industries, signaled to Butting that Baldwin County is committed to workforce development not just for today, but for decades to come.



Adrian Rochofski,
Butting USA CEO &
Managing Director

"Baldwin Preparatory Academy's presence showed us this community is investing in its people," said Adrian Rochofski, CEO & Managing Director of Butting USA. "At Butting, we deliver solutions of the highest quality, and leading through generations is a key aspect of that success."

ABOUT BUTTING

Founded in Germany more than 247 years ago, Butting is a pioneer in stainless steel pipe technology. Their expertise includes:

- ▶ Stainless steel pipes and clad pipes for industrial applications.
- ▶ Customized spools and components built to exact client specifications.
- ▶ Cryogenic pipe and valve technology systems used in cutting-edge industries worldwide. ▶



Butting USA Rendering



Today, Butting operates facilities in Germany, Finland, Brazil, Canada, China, and now the U.S., each one contributing to its global reputation for precision, innovation, and quality.

THE LOXLEY PROJECT

The company's new 50+ acre site in the Loxley industrial corridor will be built in two phases:

- ▶ Phase 1: North American headquarters, engineering, fabrication of stainless steel spools, components, and cryogenic pipe systems.
- ▶ Phase 2: Two stainless steel welded pipe mills, expanded cryogenic production, and enhanced fabrication capabilities to serve customers across the U.S.



Construction on Phase 1 has begun, with the groundbreaking held November 13. Hiring has already started at the temporary production facility and will ramp up in the coming months, with positions ranging from engineering to skilled trades.

WHAT THIS MEANS FOR BALDWIN COUNTY

Butting's arrival is more than a major investment, it's a signal to the world that Baldwin County is ready to compete for international manufacturing and high-wage jobs. It's the result of long-term planning by local leaders, the City of Loxley, and the Baldwin County Economic Development Alliance (BCEDA) to create a business environment where companies like Butting can succeed.



Lee Lawson, BCEDA
President & CEO

"This project is proof that our investment in workforce, infrastructure, and partnerships is paying off," said Lee Lawson, President & CEO of BCEDA. "We're proud to welcome Butting to Baldwin County, and excited to see them grow here."

As Baldwin County continues to attract world-class companies, the community can take pride in knowing that our students, schools, and workforce development initiatives, like Baldwin Prep, are helping secure the next generation of opportunities.

The Journey to “Yes”: How Site Selection Shapes Baldwin County’s Growth

When a company decides to expand or relocate, choosing the right location is one of the most important business decisions it will ever make. That process, known as site selection, is where BCEDA plays a critical role.

It begins with understanding the company’s needs: workforce skills, access to transportation, utility capacity, cost of doing business, and quality of life. Companies often start by narrowing their search to a region that meets these criteria. From there, the team works to showcase Baldwin County’s competitive advantages, connecting decision-makers with data, community leaders, and potential sites or buildings.

Site visits are a key part of the process. Decision-makers want to see infrastructure firsthand, meet local stakeholders, and envision how their operations would fit into the community. BCEDA coordinates

these visits and provides detailed information, from permitting timelines to housing options for employees, to remove guesswork from the process.

Once a site meets the company’s operational needs, negotiations begin. This can include incentives, training programs, and partnerships to ensure long-term success. The goal isn’t just to win the project, but to create a mutually beneficial relationship that strengthens Baldwin County’s economy for years to come.

The site selection process can take months or even years, but every step is about matching the right opportunity with the right community. And when the answer is “yes,” the result is new jobs, increased investment, and a stronger future for Baldwin County.

SITE SELECTION: STEP BY STEP



#1: IDENTIFY PROJECT NEEDS

- ▶ Workforce requirements
- ▶ Transportation & logistics
- ▶ Utilities & infrastructure
- ▶ Business environment & quality of life



#4: NEGOTIATE & PLAN

- ▶ Explore incentives or partnerships
- ▶ Coordinate permitting & approvals
- ▶ Plan workforce training & resources



#2: INITIAL SITE SEARCH

- ▶ Discover candidate communities
- ▶ Analyze demographics, labor, & data
- ▶ Identify real estate options
- ▶ Coordinate with economic developers



#5: MAKE THE DECISION

- ▶ Select the location that fits operational goals
- ▶ Build a long-term partnership with the community



#3: SITE VISITS

- ▶ Evaluate real estate, infrastructure, & other community attributes
- ▶ Tour potential locations
- ▶ Meet local leaders & stakeholders
- ▶ Visualize operations in the community



#6: RESULT

- ▶ New jobs
- ▶ New business growth
- ▶ A stronger Baldwin County economy

Welcome to the Team: Reta Barnes Joins BCEDA as Office Manager



Reta Barnes, BCEDA
Office Manager

BCEDA is excited to welcome Reta Barnes to the team as our new Office Manager. Since joining in July 2025, Reta has been instrumental in overseeing accounting, human resources, event planning, and daily office operations, ensuring the Alliance runs smoothly and efficiently.

experience to her role, having previously served as Bookkeeper at Guardian Integrators. She holds a degree in Finance from the University of Alabama and has been a proud member of the Baldwin County community since 2003. Reta and her husband, Jeff, reside in Fairhope and are thrilled to contribute to the region's growth and economic development.

"I'm truly honored to join the Baldwin County Economic Development Alliance," said Barnes. "It's incredibly rewarding to be part of a team so dedicated to supporting our local communities and businesses. As a longtime resident of Baldwin County, I'm excited to contribute to the region's continued success and bright future."

"We're thrilled to have Reta Barnes join the BCEDA team. Her strong background in finance and operations, along with her deep ties to the Baldwin County community, make her a perfect fit for this role," said Lee Lawson, President & CEO at BCEDA. "We are excited to have her leadership and energy as part of our mission to drive economic growth in the region."

Known for her professionalism, organizational skills, and warm personality, Reta is already making a positive impact at BCEDA. She brings a wealth of