

Busche Aluminum Technologies – Growth Is An Option

Busche Performance Group's Fruitport facility was founded in 1946 as Noren Pattern and Manufacturing Company. Since then, it has grown, changing names and ownership several times, from Noren and CMI in the 70's, 80's and 90's to Alcoa and Compass Automotive thru the 2000's. In 2015, the location changed ownership again and was rebranded as Busche Aluminum Technologies. Today, Busche continues to grow its Fruitport operations both in sales dollars and overall size of the manufacturing facility.

Busche's Fruitport location is an aluminum foundry that produces high quality, safety critical knuckle, control arm and subframe castings for the automotive industry. They are located near the Spring Lake and Fruitport border in Spring Lake Township. Currently, they employ 337 people and are looking to hire an additional 50 by the end of June!

Last year, Busche started laying the groundwork for their current growth of 20%. They expanded their manufacturing plant by 55,000 square feet and invested in-excess of \$20 million into capital equipment and tooling that will continue through 2019 and beyond. Working with the Michigan Economic Development Corporation (MEDC), they were awarded with a Performance Based Grant to help with their expansion opportunity. They were also awarded with the Going PRO Talent Fund Grant to help with additional training needs.

Busche does give back to the community as well. They participated in the Muskegon County Kids' Food Basket Community Challenge where employees donated 724 pounds of food, \$5,000 and 442 volunteer hours. They continue to donate time once a month to Kids' Food Basket as well as donating to various programs within Fruitport Community Schools and the local area.

If you are considering an expansion, please contact [Elizabeth Butler](#) at The Chamber to see if any grant opportunities are available for your company.