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## Shurtape gets new headquarters

**By Hickory Record Staff**

Work on the former Hickory Auto Groups dealership on Robinson Road has started and will be the new home for Shurtape Technologies headquarters.

The company plans to upgrade the 65,000-square-foot building that sits on 19 acres and move most of its administrative staff to the location, said Jim Shuford, CEO of Shurtape Technologies. The architect for the building renovation is Robert Johnson Architects and the general contractor for the project is DCG Construction, he said.

“We expect to have approximately 90 associates at the new location in phase one of this project,” Shuford said in an e-mail. “In phase two, we plan to add another 30-40 from our tape administration office location on Highland Ave.”

The company’s finance and IT departments are located in leased space at the First Plaza building on Tate Boulevard. The new location will unite all of the company’s corporate functions into a single location, Shuford said.

Shurtape’s current administrative building will mostly be used as a central manufacturing services location, he said.

“There will be a few other groups that will remain in the Tape Administrative building as part of phase one but it is our expectation to eventually have these groups transferred to the new location as well,” Shuford said.

In addition to offering modern office space, the new location will have a large meeting space for up to 150 people, as well as a workout center and café, Shuford said. It also will allow the company room to grow, he said.

Shuford said he started considering the former car dealership location for the company’s new headquarters after driving past it every day to go to lunch.

“We considered building new space closer to our Hickory manufacturing locations but this location got us closer to the interstate and in a place that is easier for our customers/visitors to find,” Shuford said.

Shuford said the new façade of the building will reflect the company’s North Carolina roots and will feature its key brands on the front left side.

The building is expected to be ready for employees to move into late this year, Shuford said.