

# SouthData shows off new facility



Wendy Byerly Wood/The Mount Airy News

B.J. Elmore, right, shows a tour group the products printed by one of SouthData Inc.'s newer machines. The Integrated Generation 3 from Xerox can personalize individual pieces in a large printing run for customers.

*Company surpasses goals for investments and new jobs in less than six months*

By **WENDY BYERLY WOOD**  
Staff Writer

**MOUNT AIRY** — Company President John Springthorpe III and his employees welcomed the community into SouthData Inc.'s new home during an open house and ribbon-cutting ceremony Friday.

In October of 2005, SouthData moved into the building on Riverside Drive.

When Springthorpe first began searching for a place to expand, because his facility on Boggs Drive had become outgrown, he knew the 150,000-square-foot building that was formerly part of Cross Creek Apparel was too big for his needs, but Advanced Electron-



**SouthData President John Springthorpe**

ics Services also was seeking a new home. Springthorpe said Friday during the ceremony.

The two companies partnered and divided the former Cross Creek facility in half.

"Just to be able to split the building, the electricity and the water would take \$274,000," Springthorpe said. With the help of the Surry

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County and the Mount Airy boards of commissioners, who each helped fund a portion of the project through incentive programs, the two companies were able to make the move work.

Part of the incentive requirement was that SouthData had to agree to add 20 new jobs and make \$1.2 million in investments within three years of the move. Springthorpe reported Friday that, in only six months, the company has already invested more than \$6 million and created 28 full-time jobs.

Other speakers during the ceremony were Surry County Board of Commissioners Chair Paul Johnson, Mount Airy Mayor Jack Loftis and U.S. Rep. Virginia Foxx.

Johnson said he hoped through the success of SouthData "other people may see that if they work hard and participate (in the community), they can grow and Surry County can prosper."

And while Loftis said, on behalf of the city, they are "thrilled to see the (once) vacant building put to use," Foxx noted that the "pride (of the employees) shows through in all the products you produce."

"John is a true entrepreneur in all aspects, and he is a risk taker," Foxx said. "You're dealing with folks who do things right, and SouthData and John are doing things that are what people think about when they think of Mount Airy."

"It is also an indication of how the economy and industry is changing. An outside group who studied the area emphasized doing things in creative

ways, and John was ahead of them. While we like new industry to come in, the very best are always those that are grown from within."

Visitors at the open house were greeted at the door and invited on tours of the facility. Joan Inman, customer service manager, provided one of those tours and was able to give some impressive statistics about the company's history, such as the employee numbers that have risen to just more than 70 from the 21 employees who were with the company in 2000 when Springthorpe bought the company from his brother, Bruce.

"Last year, SouthData was No. 17 out of the 50 fastest-growing companies in the Piedmont Triad," Inman added. "On average, we process 3,000 jobs a month."

SouthData produces items such as newsletters, billing statements, payment coupon books, brochures and much more.

Visitors could tour the offices and the production area where employees were on hand to demonstrate the numerous printers, binding machines, cutting machines, stuffing machines and more.

Throughout the afternoon, three seminars were offered — two on how to integrate variable data personalization into marketing materials and one on how to maximize documents for effective delivery.

At 5 p.m., the company sponsored a pig pickin' and music from The Jimmy Lowry Band. At 6 p.m., drawings were held for door prizes.

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**SouthData Customer Service Manager Joan Inman, right, talks with client Tracey Starace of New Jersey during a tour of SouthData Friday afternoon.**



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**SouthData President John Springthorpe III, right, watches with Surry County Board of Commissioners Chair Paul Johnson, left, Mount Airy Mayor Jack Loftis and U.S. Rep Virginia Foxx as the ribbon falls Friday afternoon during an open house and ribbon-cutting ceremony.**