



For Immediate Release

Stephen Cassin - Phone (586) 469-5285
Media Contact: Email: Stephen.cassin@macombcountymi.gov Date: November 18, 2011

Six Macomb County companies selected for Pure Michigan program

The Michigan Economic Development Corporation announced yesterday that 54 small and mid-sized companies in Michigan have been selected to receive business development support through the Pure Michigan Business Connect Economic Gardening Pilot Program. In all, there were six companies from Macomb County included on the list:

- **Achatz Pie Company, Chesterfield** – Manufacture and distribute fruit, cream, and savory pies.
- **Coliant Corporation (Powerlet), Warren** – Manufacturer of an innovative device to boost electrical power of alternative vehicles including motorcycles, snowmobiles and all-terrain-vehicles.
- **DAGER System, Chesterfield** – Manufactures automotive customer secondary/assembly equipment.
- **Elite Mold & Engineering, Shelby Township** – Engineering, research, development, prototyping of plastic injected molded products of low and high volumes.
- **Ideal Technology Corporation, Shelby Township** – Specialized CNC cutting services, rapid prototype tooling, check fixtures and small assembly equipment with growing expertise in plastic welding equipment and tooling.
- **Sharp Model, Romeo** – Design and build checking fixtures, tooling and models for the world's premier aerospace and automotive manufacturers.

Each of the named companies is a client of the Macomb County Department of Planning & Economic Development and was nominated for the program by county staff. Overall, the state received 108 nominations from economic development agencies from throughout the state. Eligibility for the program was based on the type and size of market they serve; their growth potential; and the likelihood that they would benefit from services.

"Our six companies represent 11 percent of all that were selected," said Macomb County Executive Mark A. Hackel. "We take this as a clear sign that Macomb County businesses are in good position to meet our new economy with prosperity. I'm glad to see the state recognize that capability and invest in their future and Macomb County's future too."

The program, administered through the Edward Lowe Foundation, will pair each company with a Strategic Research Team to offer support in four key areas of support: strategy and management; market research and competitive intelligence; internet and social media strategy; and out-of-state new market potential. More details of the program can be found at <http://www.michiganadvantage.org/Business-Connect/>

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