
NATURA WORLD PICKS U.S. HEADQUARTERS; 400 NEW JOBS EXPECTED



Natura World, an Ontario, Canada-based manufacturer of “earth-friendly” mattresses, announced plans to establish its U.S. headquarters in Wichita Falls, Texas. It is expected to provide the region with over 400 jobs during the next several years. Natura World finalized an agreement with state officials to purchase a 478,000 square-foot manufacturing plant and 100 acres of land that will house the company’s headquarters, manufacturing facilities, research and development and warehouse distribution operations. The Wichita Falls Chamber of Commerce helped broker the deal, which included improvements to the building, a \$5.5 million loan for the next 20 years and cash for jobs, according to a press release. “Opening a new operation in the United States gives us much needed room for expansion,” said Ralph Rossdeutscher, president of Natura World. “With this move, our customers will see that we are committed to continuing our rapid growth. Wichita Falls provides us a central location and excellent workforce. Additionally, the generous incentives and commitment Chamber officials were willing to offer Natura made our choice an easy one.” Natura World was founded 15 years and is “committed to nurturing healthy bodies, souls and planet through healthy sleep systems.”

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