



**For Immediate Release**

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## **Mobile Wins Incoa Investment**

- Startup company selects Mobile
- \$110.85 million capital investment and 74 jobs

[Mobile, Ala., 07.21.2020] **Incoa Performance Minerals** is investing \$110.85 million and will hire 74 employees over the next five years. The company will sell high-quality calcium carbonate, a product used as a filler in a variety of products from antacids to paint, to U.S. markets.



The Mobile Area Chamber's economic development team reached out to Incoa representatives to bring the specialty minerals and processing facility to Mobile and connected them to the Millard Maritime in 2019. Incoa recently secured funding to move the project forward with plans to begin operations in the first quarter of 2021.

“We will provide performance-based minerals that go into the products we use every day – paper, plastic, paints, glass, film wrappers, etc.,” said **Tyson Creamer**, Incoa’s chief operating officer.

“Incoa will be making a high-demand product that is currently not being manufactured in our region,” added **Shelby Glover Zaricor**, the Chamber’s director of business development.

Backed by a private equity firm Peterson Partners of Salt Lake City, Utah, Incoa is a startup company. Equipment and offices will use the majority of a 250,000 square-foot building at Millard Maritime, the owner and operator of a port facility on 300 acres, in Theodore. In addition, another 40,000 square-foot building will be constructed for storage.

“The value proposition is its central location on the Gulf Coast with good rail, barge and relative distance from a major interstate,” said **Tyson Creamer**, Incoa’s chief operating officer.

“Mobile and the Gulf region continue to experience strong growth in logistics and transportation,” said **Brad Hall**, president of Millard Maritime. “Our partnership with Incoa is another important step in expanding that growth.”

“It’s great when we can connect an economic development project to an existing company with logistical assets in place like at Millard Maritime. Millard’s infrastructure and involvement were key to securing Incoa,” said **Shelby Glover Zaricor**, the Chamber’s director of business development.

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### **About the Mobile Area Chamber's Economic Development Efforts**

The Mobile Area Chamber of Commerce is a private business organization with more than 1,800 members, and the economic developer of record for the city of Mobile and Mobile County. Thanks to the support of the Chamber's Partners for Growth public and private investors, over the last decade Mobile's economic development efforts created 8,488 new jobs and retained 541 more. Capital investments topped \$3.9 billion, including 31 new businesses recruited and 55 expansion projects at existing area companies. Additional information is on the Chamber's [website](#), [Facebook](#), [Instagram](#), [LinkedIn](#), [Twitter](#) and [YouTube](#).