SPECIAL TO *WKBW NEWS 7*

**NEW ERA CAP COMPANY**

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*New Era Cap Company expands manufacturing building by popular demand*

BUFFALO, NY, September 14- New Era Cap Company, based right here in Buffalo, New York has just excitingly announced they will be increasing their manufacturing plant by 33% due to popular demand of the product. New Era will increase the plant by 13,000 square feet. The expansion is estimated to cost a pretty penny, but New Era is more than confident they will remake all money spent in the 100+ new jobs that will be offered once all construction is complete.

The renovations of the New Era manufacturing facility will include a new call center, creating customer service jobs, and a boxing and shipping center, also creating new jobs within in the plant. Recently New Era products have been seen in runway shows and in music videos, creating a much higher demand for the companies’ product. New Yorker, Dan Brown, was just hired at the plant, after the rise in popularity of the product, and he says, “I really enjoy working at New Era, everyone has such positive spirits right now; it’s a great vibe going on at this organization.” The demand for New Era Caps and the current buzz about the company has inspired CEO, Christopher Koch, to focus on apparel and accessories, instead of just caps. He stated, “After exclusive research, New Era feels that the best choice for our company would be to move forward and branch out, like we only dreamed of before”.

New Era Cap Company is the largest growing headwear company in the United States. The 88-year-old company prides themselves on the quality of their product that transcends time, culture, sport, and fashion. To find out more information visit [New Era Cap Company Online](http://www.neweracap.com/en_US/Default.aspx).

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