



FOR IMMEDIATE RELEASE: January 23, 2024

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WestRock to Open Cutting-Edge Converting Facility in Southeastern Wisconsin

Company to Make Investment in Pleasant Prairie, WI

PLEASANT PRAIRIE, Wisc. – WestRock Company, a leading sustainable paper and packaging solutions provider, today announced plans to build an advanced corrugated converting facility in Pleasant Prairie.

The state-of-the-art facility will be located at the LogistiCenter at Pleasant Prairie. Construction is planned to begin in 2024.

WestRock provides innovative and sustainable paper-based packaging solutions across multiple sectors including consumer products, food and beverage, healthcare, e-commerce, industrial products, and more.

"We're confident that expanding our presence in an area of demand like the Great Lakes will enhance our ability to serve our customers in this important region," said David B. Sewell, chief executive officer, WestRock.

"WestRock's decision to move to Pleasant Prairie is a win for Wisconsin and for our state's paper industry," said Missy Hughes, secretary and CEO of the Wisconsin Economic Development Corporation (WEDC), the state's leading economic development organization. "WestRock's innovative, sustainable approach to manufacturing offers the kind of leadership that will continue to move this vital sector of our economy forward."

The project's Pleasant Prairie site, previously a We Energies Power Plant, was successfully acquired by the development company, Dermody Properties, in September 2023. In collaboration with the Village, the site is undergoing a comprehensive redevelopment to bring about transformative changes.

"The Village is excited about WestRock choosing Pleasant Prairie for their new industrial building on the former We Energies site," announced Village Administrator Eric Rindfleisch. "Dermody Properties is actively preparing the site for this development, representing a significant investment in the community that will drive economic growth and create new employment opportunities for southeastern Wisconsin."

WestRock received a warm reception from Kenosha County officials.

"I'm excited to welcome WestRock to the community and pleased that Kenosha County could be a partner in the process," said Samantha Kerkman, Kenosha County Executive. "This development will bring meaningful economic impact to the community."

"We are thrilled WestRock has selected Kenosha County for their newest manufacturing facility and look forward to supporting the company as they establish themselves here," said Nicole Ryf, President of the Kenosha Area Business Alliance. "This exciting project is the perfect fit for this recently revitalized site, and WestRock will be a welcome addition to our business community."

The Milwaukee 7 (M7) regional economic development organization also worked to attract WestRock to Southeastern Wisconsin.

"We're delighted that WestRock will establish its new production facility in our region, locating on a portion of We Energies' former power generation site in Pleasant Prairie. It's exciting to see how WestRock will leverage the existing infrastructure to its full potential," said Gale Klappa, Co-Chair of Milwaukee 7 and Executive Chairman of WEC Energy Group. "WestRock is a leader in the packaging sector. The company's choice to locate here further underscores the value of our region's assets."