REED CITY GROUP — Going PRO Talent Fund

Reed City Group continues to demonstrate its commitment to workforce development through strategic employee training investments supported by the Going PRO Talent Fund. By providing employees with affordable, accessible training opportunities while they remain employed, the company is building a stronger, more skilled workforce prepared to meet the demands of an evolving manufacturing industry. Michigan Works! West Central helped the company apply for and administer the funds from the FY2025 fall application period.

A key component of this effort is Reed City Group's USDOL Registered Apprenticeship program, which helps employees earn Journeyworker certifications and develop specialized moldmaking skills. As experienced skilled-trades professionals become increasingly difficult to find, the company is proactively addressing this workforce challenge by developing talent from within. This approach not only creates advancement opportunities for employees but also helps preserve critical technical expertise essential to the company's long-term success.

Training and workforce development remain central to Reed City Group's growth strategy, particularly in highly specialized areas such as Liquid Silicone Rubber (LSR) molding, where qualified candidates are scarce. By investing in employee training, the company ensures it can maintain high production standards, meet customer needs, and remain competitive in a rapidly changing marketplace.

In addition to apprenticeship training, Reed City Group continues to invest in leadership development, advanced software solutions that incorporate artificial intelligence, new production equipment, and facility improvements. These investments are creating opportunities for increased productivity, expanded customer relationships, higher wages, and future job growth.

Support through the Going PRO Talent Fund has played a vital role in helping Reed City Group strengthen its workforce, retain employees, and build a sustainable pipeline of skilled talent. By investing in its people today, the company is positioning itself for continued growth while helping ensure long-term economic stability for both its employees and the community it serves.