Date: August 27, 2026

Release: Norm Fasteners

Norm Fasteners Strengthens Its Global Manufacturing Network with Michigan Investment

Norm Fasteners has added local manufacturing in the United States through its investment in Plymouth, building on the sales, engineering, logistics and warehousing operations it has maintained in the country since 2018. The company is bringing its manufacturing and engineering capabilities closer to customers while expanding its service capacity across North America.

Norm Fasteners, one of the world's leading manufacturers in the fastener industry, has acquired an automotive fastener manufacturing operation in Plymouth, Michigan, adding local production to its established North American sales, engineering, logistics and warehousing capabilities.

The acquisition includes a **121,000-square-foot** manufacturing facility on a **9.4-acre site** and its manufacturing assets. The operation produces high-strength bolts for the automotive industry, with principal processes including cold forming, heat treatment, thread-rolling, sorting and packaging carried out at the facility.

Norm Fasteners has operated in Michigan since **2018** and has maintained its regional sales, engineering, logistics and warehousing center in Lansing since **2019**. The Plymouth manufacturing facility complements these established operations. Together, the two locations form an integrated North American hub that brings manufacturing, engineering, sales, warehousing and logistics capabilities together within the same region.

*"The Plymouth acquisition is an important step in our journey to become a truly global fastener manufacturer. As we strengthen our manufacturing capabilities across different regions, we are building a structure that enables us to respond more quickly to the needs and expectations of customers in more than **50** countries. By bringing manufacturing, engineering and logistics together in Michigan, we can work more closely with our North American customers while delivering the value-added products, solutions and services they need,"* said Nedim Uysal, Vice Chairperson Norm Holding.

Setting New Norms: Faster Delivery, Smarter Logistics, Greater Efficiency

Local manufacturing in Plymouth with close coordination from Lansing will help shorten and stabilize lead times, accelerate responses to order changes, and support customers more quickly during new projects and technical changes.

The integration of manufacturing, engineering, sales, warehousing and logistics capabilities within Michigan will enable more flexible production and inventory planning and closer coordination across the North American supply chain.

Earlier engineering involvement, integrated quality support and faster decision-making will help reduce operational complexity while improving responsiveness, predictability and efficiency for customers.

The investment also provides continuity for long-standing customers that operate manufacturing facilities in North America, giving them direct access to Norm Fasteners' manufacturing experience and engineering expertise in the region. The company views local manufacturing in Michigan not as an alternative to its established manufacturing strength and customer service network in Europe, but as a complementary capability within its global network.

Norm Fasteners established its local manufacturing presence in North America by acquiring the Plymouth operation, including its facility, manufacturing equipment, experienced team and ongoing customer programs. The acquisition enables the company to build on an established operation while advancing its regional manufacturing strategy.

During the transition, Norm Fasteners will prioritize continuity for the Plymouth facility's existing automotive customer portfolio and production programs while integrating the operation with its global manufacturing and quality standards. By combining the operation's established strengths with more than 50 years of manufacturing experience and engineering capabilities, the company aims to further develop the facility, increase its annual production capacity to 20,000 tons and, over the medium to long term, expand its product and customer portfolio beyond the automotive industry.

Norm Fasteners views Michigan as a strategic hub for developing its manufacturing, engineering and customer management capabilities. The state's concentration of automotive manufacturers and Tier 1 suppliers, skilled workforce, advanced supplier network and logistics infrastructure were decisive factors in the investment. The company's presence in Michigan since 2018 has also provided a deep understanding of the region, its customers and its business environment.

Through the Plymouth acquisition, Norm Fasteners plans to develop existing customer programs, become involved earlier in new OEM and Tier 1 projects, and expand its local manufacturing portfolio in North America. By bringing regional engineering and manufacturing capabilities together, the company will work more closely with customers during new product development and technical change processes, while applying its automotive experience to additional industries and applications over the medium to long term.

"North America is one of our priority growth markets, and Michigan gives us access to an advanced automotive supplier ecosystem, a skilled workforce and strong logistics infrastructure," Uysal said. *"This investment is a new phase in our North American growth journey and a tangible step in our broader strategy to build a balanced manufacturing network across regions."*

About Norm Fasteners

Norm Fasteners is one of the world's leading manufacturers in the fastener industry. Production began in 1973. Today, the company employs more than 2,000 people and operates facilities with a combined annual production capacity of 240,000 tons, supported by 16 logistics and sales centers. Norm Fasteners operates in nine countries and supplies products to more than 50 countries across five continents. In addition to manufacturing products using a range of production technologies tailored to customers in the automotive, home appliance, electronics, furniture, construction and machinery industries, the company can source other fasteners required by its customers. By managing the full value chain—from R&D, design, planning, engineering and manufacturing to procurement, inventory and supply—Norm Fasteners serves customers worldwide as a single global partner. The company is advancing toward its vision of becoming one of the world's three largest fastener brands.

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(photos)

Norm Fasteners facility in Plymouth, Michigan, is dedicated to vertically integrated fastener manufacturing. Complements the logistics facility operated by Norm in Lansing, Michigan.

Mr. Nedim Uysal, Vice Chairperson, Norm Holding