

Gun maker Sig Sauer breaks ground on \$13.5 million Experience Center



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EPPING – Sig Sauer broke ground Friday on its new \$13.5 million Experience Center at its Epping facility off Route 27.

The 40,500-square-foot center is expected to bring jobs and business to Epping.

The Experience Center will feature an expanded retail shop, a Sig Sauer museum, a multi-purpose meeting space, conference rooms and a state-of-the-art shooting range, according to Tom Taylor, marketing officer for Sig Sauer.

“The Experience Center will be one of the top at-

Ron Cohen, president and CEO of Sig Sauer, was joined by Gov. Chris Sununu and other local and state dignitaries, for the official ground-breaking ceremony at the future site of the Sig Sauer Experience Center on Friday afternoon in Epping.

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tractions of the Seacoast, with people from all over the world coming to experience our brand,” he said as people gathered for the outdoor ceremony.

The new retail space will have 5,000 square feet, in contrast with the current facility’s 2,000 square feet, he said. The Conference Center will seat 100 people and both it and the conference rooms will be available to the community.

The expanded facility is expected to provide at least 30 jobs, Taylor added.

Before the ceremony, Ron Cohen, president and CEO of Sig Sauer, chatted with state Rep. Michael Vose, R-Epping, and District 3 Executive Councilor Janet Stevens.

“I’ve been here 16 years, and I’ve learned that the academy is the ‘window’ to Sig’s soul,” Cohen said. “This will be a landmark facility that will show our professionalism.”

Bobby Cox, vice president of government affairs for Sig Sauer, welcomed the crowd, asking Epping Police Chief Michael Wallace to lead the Pledge of Allegiance.

“This day would not have been possible without the relationship we have with Epping town officials,” Cox said.

Cox reviewed how Sig Sauer’s American branch started 16 years ago, in an Exeter industrial park, with



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80 people.

“We were committed to ramping up our U.S. manufacturing,” he said.

In addition to Epping, the company now has facilities in Exeter, Pease Tradeport, Dover and most recently working to expand in Rochester. They have branches in Arkansas and Oregon and employ 2,400 people, 2,000 of whom are in New Hampshire.

The company recently secured a contract to produce all M17 and M18 pistols for the United States military, he said.

Stevens touched on the new facility as part of New

Hampshire’s “enviable economic growth.”

When Cohen took the podium, he said, “When I came here 16 years ago, this place was not at all impressive. It is humbling to see this crowd today.”

Cohen made special mention of law enforcement and military, saying, “They set the DNA of this company.”

Keynote speaker Gov. Chris Sununu reiterated the contribution of the Epping community, saying, “You have a group of town officials here who really ‘get it.’”

He said of Sig Sauer, “Given a challenge, this company always rises to meet it.”

“What we’ve cut the ribbon on today,” Sununu said, “is something awesome. It’s the concept of making manufacturing a destination.” Sig Sauer is “laying the cornerstone for a new form of destination travel,” he said.

Sununu then joined Sig staff and other dignitaries to turn the first shovels of dirt.

North Branch Construction is providing design-build construction services, Cowan Goudreau Architects are providing the design, and T. F. Moran, Inc. is responsible for engineering. The projected date for opening is summer 2022.

State Sen. Bill Gannon also attended along with representatives of Sen. Jeanne Shaheen, Sen. Maggie Hassan and Congressman Chris Pappas’s offices.

Epping representatives included Selectmen John Cody and Tom Gauthier and Town Administrator Greg Dodge. Brentwood Police Chief Dan Wicks was also in attendance.