

DISCOVER

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Polish Cosmetics Manufacturer Opens First U.S. Branch Office in West Virginia

On September 20, a family-run company that has manufactured skin care products in Poland for more than thirty years, celebrated the launch of its first U.S. based business, BANDI Laboratories, at the Roundhouse in Martinsburg. BANDI's sales and distribution center will be located in The Hub in downtown Martinsburg. This location will serve as the company's base of operations for marketing efforts to grow sales of its products in the U.S., with plans to establish a manufacturing facility in the next five years.

In the fall of 2017, Joanna Draniak-Kicinska, CEO of BANDI Cosmetics, and her husband Michal Kicinski, BANDI's business development manager, first visited West Virginia as one of eleven companies from around the world that participated in a chemical and energy trade mission organized by Discover the Real West Virginia Foundation (DRWV) and the West Virginia Development Office.

The industry mission kicked-off with a welcome reception hosted by Senator Joe Manchin, honorary chair of DRWV, and Gordon Gee, president of West Virginia University. The mission included two full days of business meetings and tours of industrial sites and facilities in West Virginia, including presentations from leading energy and chemical executives.

As a result of the mission and continued work with BANDI afterwards by DRWV, the international division of WVDO, and the Berkeley County Development Authority, BANDI executives chose to locate their first US branch office in Martinsburg.

"I was excited to meet Joanna and Michal on their first visit to the state in 2017, and have an opportunity to highlight why West Virginia is the perfect location for global businesses to locate. Today, I'm so proud to welcome Joanna and Michal and the entire BANDI Laboratories team to West Virginia. BANDI's decision to locate in Martinsburg is truly an investment in this special community and the future of our state. This investment also demonstrates once again how instrumental DRWV Foundation's trade missions, which continue to showcase the best of West Virginia to global executives, are to growing West Virginia's economy," said Senator Manchin.

"We are happy to be here in the beautiful State of West Virginia," said CEO Joanna Draniak-Kicińska. "We appreciate all the help and positive motivation we received from the state and local authorities. We strongly believe that this humble beginning will grow up into a thriving business, a significant contribution to local society."

Founded in 1986 by Draniak-Kicińska's mother, now retired, the company currently produces about 2 million units annually at its plant near Warsaw which employs nearly 100. In March, BANDI began distributing SAVE, a skin-care brand, exclusively for the U.S. market. The company has a website dedicated to the U.S. market (www.bandi-labs.com) and is currently selling its SAVE skin care products through Amazon.

The company also manufactures BANDI Professional, a line of professional cosmetics for use by aestheticians and physicians for services performed at beauty salons and spas, and contract manufacturing for private labels.

Draniak-Kicińska and her husband Michał, together with their two young daughters, have moved to the U.S. to launch the new branch.

