

Michigan

Fruitport medical manufacturer plans growth with Los Angeles company



Motion Dynamics, 5621 Airline Road in Fruitport, has partnered with an investment firm in Los Angeles to accelerate growth in sub-assembly. (Justine McGuire | MLive)



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FRUITPORT TOWNSHIP, MI – Motion Dynamics is in growth mode.

The manufacturer of components – mostly wires – used in medical devices is getting ready to break into sub-assembly, which means more jobs and a possible building expansion.

Motion Dynamics employs 119 people, said Chris Witham, second-generation owner and president. About 20 have been hired this year, 40 were hired in 2015, and he expects to continue to bring people in.

"We've grown quite a bit over the past few years," he said. "What we really want to do is make more complex assemblies for medical devices."

The company manufactures some of the smallest and most difficult wire components in the world, focusing on design, engineering, production and assembly of high quality wire components.

"A lot of things we do other people can't do," Witham said.

The wires are primarily used in cardiac and neuro devices, he said. The materials, including platinum, are expensive and products are made within very small spec increments.

Making the expansion possible is a partnership with Vance Street Capital, a Los Angeles-based investment firm.

From a day-to-day standpoint, Vance's purchase of part of the company won't affect anything, Witham said. The firm was brought on to assist in goal-setting, strategy and launching the manufacturer in sub-assembly by finding new customers.

Witham said the sub-assembly would include putting together parts that would then be put into a finished product by a different company. Assembling finished products could be possible sometime in the future.

"Our biggest opportunity for growth is in sub-assembly," Witham said. The company does some now.

"I would expect – there's no promises in this – that in the next two to three years we will probably expand our current facility and will continue to add jobs," he added.

The company was founded in 1992 by Witham's dad, Dick Witham. Chris took over as president in 2001. Headquarters are at 5621 Airline Road in Fruitport Township. The company moved into a newly built 40,000-square-foot manufacturing facility during early 2015.

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