

MAKE YOUR MARK

In Greater Rochester, NY

GRE

GREATER ROCHESTER
ENTERPRISE

GRE Records Strong First Quarter 2026 Results

Greater Rochester Enterprise (GRE), the lead economic development organization in the nine-county Greater Rochester, NY region, recorded eleven company project wins year to date, representing more than **\$421 million** of new capital investments, the creation of **240 new jobs**, and the retention of **281 jobs**.

The influx of capital and jobs underscores the effectiveness of the region's collaborative economic development model. **GRE** provided strategic guidance and connected these companies with a range of services, including access to commercial real estate, business partners, local suppliers, economic incentives, world-class R&D assets, workforce recruitment, and training resources to support their business growth.

These business attraction and expansion wins span industry sectors, including optics, photonics, imaging, and laser technology, as well as advanced manufacturing and energy innovation.

First Quarter 2026 Business Project Wins



Reju, a French company, will invest \$390 million and create 70 new jobs as part of its plan to establish a first-of-its-kind textile regeneration hub in Rochester. Reju leaders chose Rochester for the specialized infrastructure at Eastman Business Park, which aligns with their mission to recycle post-consumer waste into new textiles.

Steiner Technologies, a family-owned cutting tool manufacturer serving the power generation, aerospace, automotive, and pump and valve industries, will invest \$1.6M and retain 15 jobs as it completes a succession plan and acquires a building.

Sunking Sustainable Solutions, an electronics recycling company, plans to invest nearly \$8 million, create 15 new jobs, and retain 109 jobs. They found a cost-effective facility to purchase in the Greater Rochester, NY region.

Sydor Optics, a leader in custom precision flat optics, is investing \$2 million to acquire Vertex Optics, a manufacturer of high-precision curved optics. The strategic partnership

expands their manufacturing capabilities for the defense, aerospace, and semiconductor industries.

EvolvOptic, an advanced manufacturer of optical blanks that serve as the foundation for lenses, mirrors, and precision components, will invest \$3.4 million to support its expansion and creation of 20 new jobs. EvolvOptic is leveraging a highly skilled local workforce and a fully integrated supply chain to develop leading-edge innovations that support the optics industry.

Grow Your Business in the Greater Rochester, NY region



Laser-Focused on Business Growth

The Greater Rochester, NY region is awaiting a final decision on its bid to become a **National Science Foundation Regional Innovation Engine**, which could bring up to **\$160 million** over 10 years to support Optics, Photonics, Imaging, and Laser innovation.

Led by a cross-sector coalition of academic, economic, workforce, and business leaders, the **Science, Technology, and Engineering of Laser and Laser Applications Research (STELLAR)** initiative builds on the region's deep research strengths, growing industry base, and coordinated workforce development efforts. **STELLAR** would strengthen U.S. competitiveness in a \$16 trillion global laser-enabled market by establishing a national hub in Rochester.

NSF officials recently completed a site visit to the region, signaling the final stage of review. Regional leaders say the process has already strengthened collaboration across universities, companies, and economic development partners, accelerating momentum and positioning the region as a national leader in light-based technologies. Read the STELLAR press release [here](#).

Photo Credit: University of Rochester / J. Adam Fenster

GRE Economic Gardening

"The GRE Economic Gardening team provided us with clear, data-driven research, competitor intelligence, and marketing guidance that helped us refine our direction and identify real opportunities for growth. We highly recommend this program to any small business looking to grow with confidence and clarity."



Amy Pusateri

President & CEO
Lozier Environmental
Consulting, Inc.

Want to Accelerate Your Business Growth?

In addition to GRE's business growth services, we also offer the GRE Economic Gardening program to fast-growing second-stage companies. Since 2012, GRE has served more than 325 companies through this nationally recognized program. Collectively, these companies have created 1,918 new jobs and increased revenues by more than \$787 million since participating in the program. This award-winning initiative provides strategic research to privately held companies with 10 to 99 employees and \$1 million to \$50 million in revenue. The GRE Economic Gardening program has proven results, with a 99% recommendation rate from participating CEOs.

Through customized insights such as lead generation, market research, competitor analysis, and website optimization, participating companies gain the tools they need to identify new markets, boost sales, and ultimately increase revenues and create jobs.

GRE is now accepting applications. Don't miss this opportunity to accelerate your company's growth with resources provided at no cost, thanks to GRE, ESL, County of Monroe Industrial Development Agency, Monroe County Industrial Development Corporation, and the William and Sheila Konar Foundation.

Please share this information with any small businesses that you believe may benefit from this program.

[Apply for the GRE Economic Gardening Program Here](#)



One call to grow your business.

Greater Rochester, NY

One Call to GRE will Fuel Your Business Growth.

In one call, Greater Rochester Enterprise provides real-time information, guidance, and project coordination, connecting you with talent, R&D assets, commercial real estate, utilities, and incentives, to put your business on the fast track to success.

Business Growth Champions, it's at the heart of everything we do at GRE. We connect businesses with the right people and resources to spur business attraction and expansion in the Greater Rochester, NY region. You know your business. GRE knows how to take it to the next level.

[Check Out this GRE Video](#)

Where Smart People Live and Smart Businesses Grow

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