

By Matt Ottinger



GDC serves many of the country's top automakers, recently adding Tesla to the list.

## GDC, Inc. INNOVATOR SUPPLYING MAJOR BRANDS

"We've kind of become a unicorn in that we're still privately held by the same family since 1955. The only way we've made it possible is that we've evolved with the industry. We're now in the middle of another pivot (with electric vehicles)."

— Andrew Kitson  
director of sales and marketing  
[www.gdc-corp.com](http://www.gdc-corp.com)

### The company:

- Innovative component supplier to the biggest names in the automotive, heavy truck, agricultural, commercial construction and other industries
- Founded nearly 70 years ago offering die cutting parts for the automotive industry
- Based in Goshen with locations in Elkhart and Michigan
- Around 500 employees; approximately 420 of which are in Elkhart County

Offers Kitson, "One of the best things about being in Elkhart County is the workforce. We have a hard-working, hard-nosed workforce that we're very fortunate to have. And the cost of living is low so it's easier to attract talent because a dollar goes a lot further than if they're coming from, say, Detroit or California."

### Stepping up:

- During the height of the pandemic, switched from making auto parts to personal protection equipment
- Turned out 30,000 face shields daily that were sold to state government and Hoosier hospitals

### Big reach, big partners:

- Eight sites with engineering support in multiple locations
- Tier 1 (direct) and Tier 2 (manufacturing) supplier
- Customers include Ford, Toyota, GM, Trane and more
- Biggest product is Sonozor, an acoustic insulation product to make cars quieter
- Gets engineering talent locally and from places like Trine, Western Michigan and Purdue Universities

### Good steward:

- Moving more into electric vehicles; now also working with Tesla
- Recycles on average 80% to as much as 99% of production waste

"(Being environmentally conscious) is such a focus that we probably don't do a good enough job of marketing how good we are at it. We've gotten several awards over the years, but it's the way we conduct ourselves ... that's always been a big part of what we do."

Interior solutions to make cars quieter are among many of the products GDC offers.

