

NU COR MANAGEMENT

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Top left photo, from left: Robert Goffredo, Vice President, and John Goffredo, President. Top right photo: John Goffredo, seated. Behind him, from left: Robert Goffredo, Robert Goffredo Jr., John Paul Goffredo, and Nicholas Goffredo. Bottom photos: Several of the most recent Nu Cor projects.

Family-Owned Business is Proud, Dedicated and Enthusiastic about Serving Its Clients

Nu Cor Management distinguishes itself from the competition by ensuring that from Day One clients will have direct access to company owners John and Robert Goffredo.

Even after decades on the job, John and Robert make it a point to remain on the front lines when it comes to dealing with clients that range from auto dealerships to fire departments. Their work has taken Nu Cor throughout greater northeast Pennsylvania — an area that includes the Lehigh Valley, Slate Belt and Poconos.

The brothers are just two of the eight Goffredos working for the premier family-owned Construction Management and General Contracting firm headquartered in Wind Gap.

“We keep it personal,” said John Goffredo. “There are a lot of pluses in a family business. People who are blood, they all have that pride in the name. It is their name. It gets passed down to them. That’s why we try to make sure a Goffredo is always on that job... that a Goffredo is always there to answer that client’s questions or concerns. As a family-oriented business we are proud, dedicated and enthusiastic about serving our clients.”

Nu Cor was incorporated in 2007, but the construction industry experience of generations of Goffredos is being funneled into the operation, which traces its roots to John Goffredo and Sons, a company founded by John and Robert’s grandfather. John and Robert’s father and uncles worked in that business.

When John and Robert’s dad, Michael S. Goffredo, died in the early 1980s, John Goffredo and Sons became MSG Associates, a company bearing their dad’s initials. MSG Associates grew to nearly 100 employees, with John and Robert running a variety of construction projects in as many as six different states. The fourth generation of Goffredos may be Nu Cor but they’re old school when it comes to doing business right.

The brothers, who have more than 75 years of collective experience in the building industry, have successfully completed scores of industrial, institutional, commercial, and

multi-family housing projects across the greater northeast.

The Goffredo brothers said Nu Cor Management embodies the principles and ideals that have been passed down through the generations.

“It is embracing the philosophy of reliability, accountability and integrity that allows us to best utilize the experience we have garnered and serve our clients in the most professional of manners, said John Goffredo. “Those characteristics have proven successful in the fact that once we build for a client, we almost always remain their builder. Our attention to facility requirements and budget restraints is pivotal to our success and the successful completion of a project.”

This approach sets Nu Cor Management apart from its competition.

“Our clients know that they will be dealing with the company owners,” said John Goffredo. “Most of our competitors are larger firms that rely on their subordinates to deal with the clients and although many of those project managers are knowledgeable and driven individuals, it is just not the same as dealing with someone whose name is on the business.

“Any Lehigh Valley company that is in the need of a firm that truly serves their building needs would benefit greatly by meeting with us. I feel we exemplify the term ‘Owner’s Representative’ because we truly serve a business owner’s needs.”

Nu Cor’s Construction Management and General Contracting division completed Slate Belt YMCA; Abeloff automotive facilities — Nissan, Buick & GMC, KIA; Ertle Subaru imaging improvements; B & L Chevrolet imaging improvements; Blue Ridge Hook and Ladder; Bushkill Township Volunteer Fire Co.; Premier Granite and Marble; renovations and improvements to the Stroud Mall, and Shawnee Ridge Retirement Community.

Nu Cor’s general trades division completed metal stud framing, gypsum drywall, and acoustical ceiling work at the following: Victoria’s Secret, Kay Jewelers, Nike, Bed & Bath, Limited, Ulta, Buffalo Wild Wings, Sunglass Hut, Zumiez, Carters — Oshkosh, 13th Street Office Building, Palmerton Apartments, Warner Stain Glass, and Dickey’s BBQ Pit. ■

