



Electronics Boutique

In response to explosive growth and continued expansion, the world's largest specialty retailer of video games consolidated two obsolete facilities into a new, larger distribution facility — a game plan that paid big dividends.

The Challenge

To support continued U.S. expansion and help drive new efficiencies at a time when it was opening new retail outlets virtually every day, fast-growing Electronics Boutique turned to First Industrial Realty Trust to consolidate its two East Coast warehouses into one domestic distribution/warehouse facility.

Our Approach

Taking into account the purpose of the company's existing facilities — an 80,000 sf. facility handling staple products and online fulfillment, and a second similarly sized warehouse for returns and reconditioning of pre-played games, a high-growth area — First Industrial located a site able to accommodate a facility of sufficient capacity to serve EB's swelling distribution needs.

The new state-of-the-art 315,000 sf. distribution center, located within close proximity of the company's headquarters in suburban Philadelphia, was built to support its need to more efficiently deliver its huge line of game titles and keep some 1,500 U.S. retail stores always stocked at optimum levels.

The Outcome

In addition to benefiting from advanced inventory control and rapid processing enabling immediate delivery to online customers, the company whose tagline is "we take games seriously" now replenishes on a daily basis its store inventory of 2,100 titles — ensuring gamers access to the seriously hottest merchandise.

Development

Acquisition
Multi-Market
Sale Leaseback



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