



Procter & Gamble Company

Requiring a gigantic 1.7 million sf. distribution facility to get its paper products to customers in the Northeast, the nation's No. 1 maker of household goods moved heaven — and lots of earth — to get it done.

The Challenge

When giant consumer products maker Procter & Gamble needed to build a new distribution center as part of a warehousing consolidation, the company turned to First Industrial Realty Trust to handle development of what would become the largest single-story structure in Pennsylvania.

Our Approach

To get the massive, half-mile-long structure built to specs, First Industrial's development team spent four months, pre-construction, cutting through a tangle of red tape to obtain building permits, get the site rezoned, and secure elemental services for a building so big it sat in two different townships.

Once construction began, the team overcame numerous other challenges to bring the project in on time, not the least of which was moving more than 2.3 million cubic yards of earth — literally leveling the top of a mountain to set grade in a round-the-clock excavation operation that continued over 90 days.

The Outcome

Completed a year later — a job as big as the company itself — the facility was put in service as the northeast U.S. distribution center for the company's paper division and today also acts as a secondary hub delivering top name-brand products to consumers in that quadrant of the country.

Development

Acquisition
Multi-Market
Sale Leaseback



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