



## Atronic Americas, LLC

Looking to consolidate its North American manufacturing, distribution and corporate headquarters into a single facility, a leading producer of casino gaming equipment hit the jackpot with an award-winning development.

### The Challenge

As the U.S. subsidiary of gaming giant The Gauselmann Group, Scottsdale, Ariz.-based Atronic wanted to put all of its operations under one architecturally arresting roof to improve efficiencies, reduce costs and generate excitement among corporate buyers — and have it finished in time for a major international gaming conference to be held in Scottsdale seven months later.

### Our Approach

With extensive local market knowledge of greater Phoenix, First Industrial Realty Trust moved the project forward on several fronts simultaneously — including land selection, purchase negotiation, design, estimating and permitting — to ensure the 90,000 s.f. facility would be completed by this critical deadline.

Leveraging the collective expertise of a veteran design build/build-to-suit team and making use of 3-D animation in both design development and presentation, First Industrial built a facility to house all of Atronic's sales and marketing, R&D, warehousing, and production — including a Vegas-style showroom that invited clients to experience the company's casino gaming equipment interactively.

### The Outcome

Atronic's consolidation of four leased facilities into one integrated operation has paid off in improved productivity, reduced costs and a new U.S. headquarters building that not only reflects the company's commitment to innovation but was recognized by NAIOP as the region's Industrial Build-to-Suit of the Year.

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