



Church & Dwight Co., Inc.

Seeking a new manufacturing/distribution facility for its Arm & Hammer laundry detergent, the world's No. 1 maker of baking soda consolidated five facilities into one building expressly designed to be good for business — and good for the planet.

The Challenge

When Church & Dwight, the 166-year-old company behind the Arm & Hammer brand name and the first corporate sponsor of Earth Day, needed an experienced developer to oversee all aspects of the design and construction of a 1.1 million s.f. facility that would meet LEED® standards, it turned to First Industrial Realty Trust.

Our Approach

Aware of Church & Dwight's longstanding concern for the environment as well as its desire to significantly reduce production and distribution center costs, First Industrial assembled an expert team to design and deliver a state-of-the-art green facility.

First Industrial brought to the table in-depth knowledge in implementing cost controls and efficiencies — and experience in working with local York County, Pa., authorities to secure approvals — required by such a unique structure. Consolidating the operations of five buildings located in North Brunswick, N.J., the facility incorporates such innovations as a geothermal HVAC system for the office area and the use of renewable energy sources for all on-site processing.

The Outcome

Having undertaken the construction of a building that represents the largest capital expenditure in its company's history, Church & Dwight expects the new facility to achieve its sustainability goals of a 30 percent reduction in energy consumption and a 50 percent reduction in solid waste and effluent wastewater.

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Acquisition
Multi-Market
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