



Quad/Graphics, Inc.

To serve its clients more efficiently, the world's largest privately held printer wanted a state-of-the-art distribution center in a coveted Wisconsin location to greatly expand capacity and expedite delivery of millions of magazines and catalogs.

The Challenge

Quad/Graphics was seeking to modernize its Midwest distribution operation by building a facility that could serve as the distribution hub for publications it prints at five Wisconsin plants. Equally important, the company wanted it in a Milwaukee submarket where available land for development was very limited.

Our Approach

Highly active in the local market, First Industrial Realty Trust knew of a vacant land parcel in Waukesha County whose corporate owner was seeking to sell. The 22-acre site — just a few miles from Quad/Graphics' existing facility — provided ample room for the construction of a 388,800 s.f. cross-dock facility that would deliver 49 loading docks, trailer storage and 60 percent more space.

First Industrial's team understood that another key requirement for the company was to secure a functional facility at a reasonable cost. Having built several warehouses for corporate customers across the region, First Industrial leveraged its development expertise and local relationships to ensure the facility came in on time and on budget — and financed the project in an all-cash transaction.

The Outcome

By building a central facility to cross-dock product and consolidate storage of paper and finished goods, Quad/Graphics is creating a more efficient and rapid supply chain. Bringing together freight at a single DC will allow outbound raw materials to be matched up with inbound product deliveries, require fewer stops for its trucks and enable quicker transfer of goods to post offices nationwide.

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