



Amazon.com, Inc.

Aiming to speed order fulfillment in one of its key markets, the world's largest and most successful cyber-retailer needed to get an 800,000 sf. distribution facility on line quickly — in time for the holiday shopping rush.

The Challenge

When Seattle-based Amazon.com was seeking to add a new distribution facility in Atlanta to reduce shipping times of its books, videos and music in the Southeast, the on-line retailer engaged First Industrial Realty Trust to deliver a facility before the holidays, at the time just months away.

Our Approach

Having already begun construction of a 400,000 sf. bulk distribution facility when engaged by Amazon, First Industrial worked on the fly to double the size of the nascent structure and adapt it with an advanced racking and package-conveyor system to meet the company's special space and material-handling requirements.

Mindful of the fast-approaching deadline, First Industrial's team proceeded simultaneously with design and construction, completing one of the largest development projects in Atlanta in progressive fashion to allow Amazon's people to occupy the facility and set up operations in stages.

The Outcome

With an 800,000 sf., fully mechanized distribution facility operational in just four months, Amazon.com has been able to cut shipping times in the Southeast and use the increased inventory space to have on hand popular products for immediate shipment to customers — in time for Christmas.

Development

Acquisition
Multi-Market
Sale Leaseback



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