



## Maytag Corporation

To gain advantage in the highly competitive retail environment, one of America's most trusted appliance manufacturers fine-tuned its delivery network — and moved operations closer to its customers.

### The Challenge

In an effort to shorten the time it takes to get its products to end-users in key markets throughout the U.S., \$4.7 billion behemoth Maytag Corporation tapped the expertise and national resources of First Industrial Realty Trust to help improve its supply chain performance.

### Our Approach

Working dynamically, First Industrial provided leasing, development and transactional assistance in various markets, starting with the disposition of a redundant facility and simultaneous development of a more strategically located distribution center that ensured one-day delivery service to major population centers in the northeast and mid-Atlantic regions.

Concurrently, First Industrial's team leased the company a 527,000 sf. facility outside Atlanta to improve product flow in the Southeast, and most recently developed a new, state-of-the-art 750,000 sf. office/distribution center near the company's Iowa headquarters that went operational — from groundbreaking to move-in — in a remarkable seven months.

### The Outcome

By turning to First Industrial for help in overhauling its distribution network, Maytag eliminated redundant operations, replaced poorly located and out-moded facilities, and cut costs — while shortening lead-times to retailers, builders and consumers in the Northeast, Southeast and Midwest.

Development  
Acquisition  
**Multi-Market**  
Sale Leaseback



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