



Solo Cup Company

Following a merger that created a company with some 30 manufacturing facilities, the first name in disposable foodservice products built a new distribution center in a key market to help ensure its cups wouldn't runneth over.

The Challenge

When Solo Cup Company consummated its marriage with a major corporate rival and began the task of integrating and consolidating joint facilities, it looked to First Industrial Realty Trust to develop a distribution center that would help it achieve new economies of scale in the greater Atlanta market.

Our Approach

First Industrial's development team, understanding the company's primary objective of consolidating and expanding warehousing stock in the area, first set about pinpointing a site for a regional distribution center not only within proximity of its two nearby manufacturing plants but also within commuting range of its existing workforce living in neighboring counties.

The planned facility — a huge 1.3 million sf. distribution center to be located halfway between the company's Augusta and Conyers, Ga., manufacturing plants — will now stock virtually all of the company's products and enable overnight trucking service to major population centers in the Southeast.

The Outcome

With the development of its new Atlanta facility, market leader Solo Cup has gained the capacity to deliver to customers an expanded range of products, from disposable tableware to frozen food packaging — and in the process merged two legacy operations into one, smooth-running delivery system.

Development

Acquisition
Multi-Market
Sale Leaseback



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