



Atronic Americas, LLC

Looking to consolidate its North American manufacturing, distribution and corporate headquarters into a single facility, a leading producer of casino gaming equipment hit the jackpot with an award-winning development.

The Challenge

As the fast-growing U.S. subsidiary of gaming giant The Gauselmann Group, Scottsdale, Ariz.-based Atronic wanted to put all of its operations under one architecturally arresting roof to improve efficiencies, reduce costs and generate excitement among corporate buyers — and have it finished in time for a major international gaming conference to be held in Scottsdale seven months later.

Our Approach

With extensive local market knowledge of greater Phoenix, First Industrial moved the project forward on several fronts simultaneously — including land selection, purchase negotiation, design, estimating and permitting — to ensure the 90,000 sf. facility would be completed by this critical deadline.

Leveraging the collective expertise of a veteran design build/build-to-suit team and making use of 3-D animation in both design development and presentation, First Industrial built a facility to house all of Atronic's sales and marketing, R&D, warehousing, and production — including a Vegas-style showroom that invited clients to experience the company's casino gaming equipment interactively.

The Outcome

Atronic's consolidation of four leased facilities into one integrated operation has paid off in improved productivity, reduced costs and a new U.S. headquarters building that not only reflects the company's commitment to innovation but was recognized by NAIOP as the region's Industrial Build-to-Suit of the Year.

Development

Acquisition
Multi-Market
Sale Leaseback



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