

# Pearlgreen Corporation Celebrates Relocation to New Rochelle

City of New Rochelle and New Rochelle Industrial Development Agency officials celebrated the relocation of Pearlgreen Corporation's new warehouse distribution facility to downtown New Rochelle with a ribbon cutting ceremony on Tuesday, August 30.

A family-owned business for three generations, Pearlgreen Corporation purchased the former Bakers Pride Oven Co. building at 30 Pine Street in November 2009. In the following months they rehabilitated the single-story, 111,563 square foot industrial building to accommodate new offices and employee support space along with warehousing and manufacturing, transforming a deteriorating, blighted property which housed a dwindling operation into a state-of-the-art warehouse, manufacturing and distribution center.

The move tripled the size of their previous facility and relocated their operations from New York City and Mexico, consolidating three business interests under one roof: Pearlgreen Corporation, a leading distributor of building maintenance and contractor supplies and hardware; Pearlweave Safety Netting Corp., a national manufacturer and distributor of safety netting and fall protection systems and Koring Bros, a sports netting/batting cage manufacturer. Thanks to assistance and grants from Con Edison and NYSERDA, the warehouse and offices boast energy-efficient systems and energy-saving features such as room occupancy sensors. Additionally, the company utilizes a paperless order processing/inventory system and distributes many Green Product lines.

"We are very happy in our new home



in New Rochelle," said Pearlgreen Corporation President Lawrence Greenberg. "This project provided a win-win situation for both Pearlgreen Corporation and for the city of New Rochelle. We are pleased to have the capacity and infrastructure within which to grow our three companies, and in doing so are committed to hiring from the local community. The ten manufacturing jobs which we repatriated from Mexico

are a source of pride for us and a daily reminder that the words 'Made in the USA' still have meaning."

The relocation of this major industrial supplier and manufacturer to this 3.75-acre property was made possible in part by the New Rochelle Industrial Development Agency. IDA incentives offset relocation costs, helping the company maintain their operational level and position them sol-

idly for future growth. The move relocated over 55 full-time, permanent employees to the site, contributed over 120 construction jobs; added 10 new manufacturing jobs and added approximately \$7 million in new investment to the city.

Marianne Sussman, IDA Chair, noted, "Pearlgreen's story is an ideal example of the benefits that can be gained from IDA incentives. An old and abandoned industrial building has been improved and brought back to life. Even though the IDA's strenuous negotiations substantially reduced the applicant's benefits proposal, an active and growing business with more than 50 workers chose to locate in New Rochelle rather than in nearby communities offering greater tax advantages. I am proud of the impact of the IDA's responsible and well-balanced incentives in restoring the vitality of the area."

"Pearlgreen's decision to locate its headquarters here in New Rochelle, demonstrates our city's appeal as a site for businesses of every kind," said New Rochelle Mayor Noam Bramson. "Pearlgreen's impressive facility is an outstanding addition to our community, while the jobs created and sustained by Pearlgreen's operations will make a meaningful contribution to the local economy."

"It is critical for the City to balance its overall development with new commercial growth," noted Development Commissioner Michael Freimuth. "This project, launched by the former commissioner of development, Craig King, addresses this fundamental need and contributes new jobs and taxes to the City while demanding little in public services."