

# SPECTRUM BRANDS CASE STUDY

MORE SPEED

LESS RISK

LOWER COST

SPECTRUM BRANDS HOLDINGS, Inc., is a global and diversified consumer products company and a leading supplier of 12 consumer products marketed through 30+ brand names including Armor All, STP, and A/C Pro. Spectrum Brands are sold by the world's top 25 retailers and are available in more than one million stores in approximately 160 countries. Based in Middleton, Wisconsin, Spectrum has approximately 15,500 employees in 50 countries and generated net sales of approximately \$4.69 billion in fiscal year 2015.



In December, 2015, Montgomery County (Ohio) began work with Spectrum Brands Global Auto Care on plans to build a 570,000 sq. ft. distribution and manufacturing operation for an auto care products business on a 39-acre site at the Dayton International Airport. The facility opened in early 2017 and will employ approximately 350 personnel.

According to Spectrum Brands Global Auto Care Vice President of Supply Chain, Ken Burns, Spectrum can support its customers in a world-class manner by co-locating the company's research and development, light manufacturing, and logistics adjacent to the I-70 / I-75 interchange.



**How Montgomery County Business Services (MCBS) and its local economic development partners helped Spectrum Brands achieve speed-to-market, lower costs, and reduced risk:**

**SPEED TO MARKET:** The Dayton International Airport site was ideally located to meet Spectrum Brands' needs, but it required an improved access road. **MCBS** worked through the Montgomery County Transportation Improvement District (TID) to design the road that would be ready in time for Spectrum Brands' occupancy of its new building. The TID partnered with the Dayton International Airport to create this vital piece of infrastructure and road construction started within weeks of the project announcement.



**LOWER COSTS:** Spectrum indicated that the company will achieve a 10% savings on logistics costs by consolidating operations at the Dayton International Airport site. Central to the cost-savings opportunity is the fact that Dayton is at the epicenter of the company's customer base and supply chain. MCBS demonstrated that the site is within the Midwest Mega Region and straddles the two major Atlantic and Central Eastern trade corridors, and also showed Spectrum Brands that this facility is an optimal location for network configurations for the U.S.\*

In addition, Montgomery County, the City of Dayton, and JobsOhio presented a competitive incentive package of roadway money, City and County workforce and site development grants, tax credits, and a tax abatement to help manage and reduce costs for Spectrum.

**REDUCED RISK:** A skilled, available workforce was a critical need. MCBS, in conjunction with the Montgomery County Job Center, assembled and implemented a comprehensive workforce plan so that when Spectrum opened its operations in 2017, the company had a pool of qualified employees on day one.

## MONTGOMERY COUNTY, OHIO WORKS FOR SPECTRUM BRANDS; IT CAN WORK FOR YOU, TOO.

*\*Based upon a study by the St. Onge Company consultants commissioned by MCBS.*

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