

Case Study: Procter and Gamble

The greatest source of an area's potential economic growth is through existing firms. With more than a half century of manufacturing hair care and oral care products in Iowa City, Procter and Gamble is the perfect example.

Since 2006, ICAD Group has worked with P&G on at least one development project a year. Warehouses have expanded, new suppliers have come to town, and P&G executives have relocated to communities in our service territory. Some projects have involved P&G directly; others have been with their supply chain partners.

Regardless of the project, ICAD Group's work with P&G has helped generate new jobs, new facilities and an expanded tax base for the Iowa City area.



The Opportunity

Four billion times a day, P&G brands touch the lives of people around the world. The company has one of the strongest portfolios of trusted, quality, leadership brands. The P&G community includes approximately 127,000 employees working in about 80 countries worldwide.

In Iowa City, P&G manufactures many products seen on store shelves across America, including Clairol, Scope, Pantene and Herbal Essence. And, much of the material used in creating and packaging these products comes from the Iowa City area, too.

P&G is aware of the strengths of this market, especially workforce availability, reliability and productivity. They are confident that internal operations and supply chain partners can grow in this economy.

Whether working with P&G directly or with their suppliers, ICAD Group helps implement business decisions affecting our community, including location decisions, workforce recruitment, risk mitigation and more.

"ICAD Group understands their community and workforce and works well to target specific businesses to enhance this area," said Derek Easton, P&G Site Leader, Iowa City.

This work accounts for more than 900 jobs in our area.

The Outcome

In just the past two years, ICAD Group has facilitated the opening of two P&G suppliers: Alliance Rock Tenn and Quality Associates.

Alliance opened in May 2009 and provides promotional and permanent merchandising solutions, including fulfillment and distributions services. The Iowa City location is the newest of their 10 manufacturing and fulfillment centers.

"Our partnerships have helped make this opening very easy. We are excited to become part of the Iowa City business community," said Tim Fialko, Alliance Vice President, Operations.

Quality Associates, headquartered in Cincinnati, Ohio, opened a 245,000 square foot packaging facility in the Scott Six Industrial Park in late March 2010.

"Quality Associates is excited to expand our business in the Iowa City market, further heightening our relationship with the Procter and Gamble Company," said Delores Epps, President. "The Cedar Rapids/Iowa City Technology Corridor will greatly enhance this base of quality people and we are pleased to be here."