

P&G building \$300M Mason innovation center



Rachel Richardson, rrichardson@cincinnati.com

7:59 p.m. EDT March 17, 2015



MASON — Procter & Gamble plans to shut down its Sharon Woods Innovation Center in Blue Ash and build a massive new center at the Mason Business Park to house the research and development arm of its beauty care business.

The consumer product giant plans to spend \$300 million to expand its 1.15 million-square-foot Mason campus by 500,000 square feet to accommodate the 1,150 employees and 200 contractors expected to move from Blue Ash to the new Beauty Innovation

Center.

The move is a major economic coup for the city of Mason, which has seen a string of recent high-profile successes in its goal to establish a biotech and biohealth corridor along Interstate 71.

"This is an historic day for the city of Mason. We see it as a win and a game-changer for the whole region," Mason Mayor David Nichols said Tuesday.

"The last time we saw an announcement like this was 20 years ago when P&G came to town," Mason City Manager Eric Hansen said.

In a special meeting called Tuesday afternoon, Mason Council approved an incentives package for P&G that could be worth \$34 million in economic benefits over at least 15 years. That offer includes a 15-year tax abatement on the expansion, capital lease advantages and up to \$400,000 in financing fees should P&G request funding through the Mason Port Authority.

Warren County agreed to forgo rights to collect \$8-10 million in property taxes on the site to help the city facilitate the deal, county officials said.

Hansen said one of the more "unique elements" of the city's financial package is a \$500,000 re-use grant that P&G can use to market the sale of the Sharon Woods facility.

"We made that up," Hansen said of the grant. "We've never done that before and I don't know of any other community that's done that."

The Mason Business Center is already home to P&G's oral and personal health care products units, which employ around 2,300. P&G officials say the consolidation of its beauty line's R&D group with those divisions will help revive the beauty business, which has seen sluggish sales and performance in recent years.

P&G spokesman Bryan McCleary said one of the challenges of the Blue Ash facility is that it occupies locations on either side of Reed Hartman Highway, which divides the combined 725,000 square foot facility into two campuses.

P&G opened the facility in 1972 and expanded it on the west side of Reed Hartman Highway in the mid-1980s.

"This will bring the entire beauty care technical community under one roof for the first time," McCleary said. "Also, it will bring the beauty and health technical communities to the same site, which will result in a really strong technical center of very deep expertise across those two important parts of the company."

The news comes even as P&G is in the midst of a massive restructuring with rumblings the company is [mulling a possible spin off or sale](#) of several large beauty brands.

Anchored by billion-dollar brands Pantene, Head & Shoulders and Olay, P&G's beauty business commands more than 20 percent of the company's more than \$80 billion in annual sales.

The Beauty Innovation Center will occupy some of the space vacated by P&G's [sale last year of its pet food business](#), which employed 300 at the Mason Business Center. Construction on the new addition is expected to begin this summer and wrap up in 2018 or 2019.

The deal is expected to bring \$160 million in new payroll to the city of Mason, which levies a 1 percent income tax on residents and a 1.12 percent income tax on people who work in Mason but don't live there.

P&G officials declined to reveal salary ranges of the positions being transferred, but said the jobs include such high-paying positions as researchers, scientists, inventors and consumer experts, among others.

Mason officials were quick to point out that while the city is aggressive in luring business from outside the region and state, it did not actively woo P&G to relocate its Blue Ash operations to Mason and that its financial package was approved only after P&G decided not to expand at its current location.

"This is P&G's decision to locate the jobs here," said Hansen. "We know it requires them to lose the jobs somewhere else. We understand we have a commitment to the broader success of the region. Their Sharon Wood facility sale would be of benefit to the entire region as well."

Hansen said the city plans to reinvest the boost to its city coffers into attracting other new business development and improvements to roads and infrastructure.

The city boasts a strong track record of attracting companies in recent years.

Assurex Health announced earlier this year it plans to build a [new 60,000-square-foot headquarters and state-of-the-art clinical laboratory](#) in Mason. Last year, start-up medical device maker Atricure [broke ground](#) on its new 85,000-square-foot global headquarters Western Row and Innovation Way.

Nearby, the Festo Corp., a German-based manufacturer of automation technology, is building its new \$50 million, 175,000-square-foot production and distribution facility on 45 acres in the Mason Business Park off I-71 north of Socialville-Foster Road.

The city proved itself to be a serious economic contender last year when General Electric announced Mason to be one of three sites under consideration for its \$300 million global services center.

While GE ultimately [decided to locate the operation](#) at The Banks development on Cincinnati's riverfront, that Mason was on the Fortune 500 company's short list indicates the city of about 32,000 residents is an economic powerhouse to be reckoned with, said Hansen.

"We're serious. We're a player in the region. This just confirmed what we already know," he said.

Warren County Commissioner Dave Young called the announcement a regional win with an economic impact rivaling the GE deal.

"Everyone spent months talking about where is GE going. The city of Mason and Warren County pulled this off in a couple of weeks," he said.

"Mason has a lot of momentum. Warren County has a lot of momentum. Now it's just another positive move from the business community to say that this is the place they want to do business," he said.

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P&G moving big chunk of business to Mason

UPDATED 6:20 PM EDT Mar 17, 2015



P&G plans to move the research and development branch of its beauty care division to its business park in Mason, a move that will involve an investment of around \$300 million by the consumer products giant.

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Procter & Gamble moving 1,400 Blue Ash jobs to Mason
Company investing \$350M into Mason facility

By Emily Wood
 By Todd Dykes
 BIO >>

UPDATED 11:22 PM EDT Mar 17, 2015

Text Size: A A A



MASON, Ohio —One of Cincinnati’s biggest employers is making a major investment in Mason.

Procter and Gamble announced Tuesday that it will move its operations in Blue Ash to Mason. The company plans to move the research and development branch of its beauty care division to its business park in Mason.

- The move will transfer 1,400 jobs from Blue Ash to Mason and involve an investment of around \$350 million by the consumer products giant.

While the news was not good for Blue Ash and Hamilton County, WLWT's Todd Dykes talked to one Warren County commissioner who called the announcement very significant for his county and for the city of Mason.

Warren County Commissioner Dave Young said the deal came together in the last few weeks.

Young said Mason was able to offer a tax incentive package to P&G by forgoing \$8 million to \$10 million in property taxes from Warren County which would have been earmarked for infrastructure

improvements around P&G's Mason Business Park. Young said those improvements have largely already been made.

"We're essentially not collecting those dollars and letting the city of Mason use those dollars as the incentive program to the employer," Young said.

Young called it a business decision by P&G and not a case of one city soliciting business away from another.

He went on to say the addition of the new high-paying jobs, plus contracting jobs, will be transformative for Mason during the next few decades.

On a positive note for Blue Ash, Mason is only about 6 miles north via Interstate 71, which should mean that many of the families impacted by the news won't have to pack up and move.

But the announcement is sure to be a blow to businesses near the company's Sharon Woods Innovation Center in Blue Ash.

Cazadores Mexican Restaurant told WLWT a majority of its lunch-time customers are P&G employees.

"Lunch is our busiest thing and every business around here, Blue Ash is a lot of offices around so every time at lunch time it gets really crowded," server Richard Coker said. "It's unfortunate to hear that P&G is moving some people over, they're always good clients."

Blue Ash businesses and restaurants will start seeing smaller crowds when workers begin to make the move to Mason starting in 2018.

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P&G to build massive R&D center in Mason

Mar 17, 2015, 3:52pm EDT | UPDATED: Mar 17, 2015, 4:21pm EDT



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Barrett J. Brunzman
Staff reporter-
Cincinnati Business Courier
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[Procter & Gamble Co.](#) revealed today it will spend at least \$300 million to build a massive research and development center at its Mason campus. Cincinnati-based P&G intends to move 1,150 employees to the new Beauty Innovation Center from its R&D operations in Blue Ash.

Construction will begin this summer on a 500,000-square-foot facility at 8700 Mason-Montgomery Road.

Plans are still being finalized, but preliminary work is expected to start in April. P&G's current facility in Mason is 1.5 million square feet.

The workers will transfer there from the Sharon Woods Innovation Center beginning in 2018 and into 2019. About 200 contractors who work at P&G's Blue Ash site also will make the move. The total payroll is about \$160 million.

See Also

- [P&G could be close to beauty brand sale, IPO](#)
- [P&G's brand chief offers road map for navigating future of advertising](#)
- [P&G to build \\$500M manufacturing plant](#)

P&G's Beauty Innovation Center will house inventors, scientists, researchers, consumer experts and others. The average salary is expected to top \$100,000.

The center will include laboratories, pilot plants and space to conduct focus groups with consumers regarding new P&G (NYSE: PG) beauty products. The company's beauty brands include Head & Shoulders shampoo, Old Spice deodorant and Olay skin care products.

"This center will drive our beauty business and inspire innovation for decades to come," P&G spokesman [Bryan McCleary](#) said.

The principal architect and engineering firm for the project is HDR Inc. of Princeton, N.J. The design firm for the interior space and offices is Gensler of Chicago. The general contractors partnering on the project are M+W Group of Watervliet, N.Y., and Hunt Construction Group of Indianapolis. The \$300 million cost will cover building and land improvements, utilities and other infrastructure needs.

The new construction will be adjacent to the offices that now house about 2,300 P&G employees plus contractors, which opened in 1995. Procter & Gamble (NYSE: PG) is the largest employer in Mason, which is the global headquarters for its Oral Care and Personal Health Care businesses.

P&G will have more than 3,650 employees and contractors in Mason after the move is completed, making it the largest employer there by far. Luxottica Retail has about 1,800 employees in Mason, while Cintas Corp. has about 1,200.

P&G's recent sale of its pet food division, which had been based in Mason, [resulted in the loss of about 325 local jobs](#).

The space previously occupied by pet care will be used by some of the transferring workers. P&G's Mason Business Center already includes research and development labs to test products as well as offices for marketing research.

P&G plans to sell the 725,000-square-foot Sharon Woods facility at 11530 Reed Hartman Highway. It opened in 1972 and expanded on the west side of Reed Hartman in the mid-1980s.

The city of Mason and the Mason Port Authority agreed to provide financial support for P&G's move, including an economic reuse grant to support marketing the sale of the Sharon Woods facility. Mason also offered capital lease advantages, but city officials stressed that they did so only after P&G determined it wanted to move from Blue Ash.

Mason City Council, which must authorize the incentive package, met this afternoon to go over the details and vote on it. The package could be worth \$34 million in economic benefits over at least 15 years.

Mason views the P&G decision to consolidate its operations there as a boost to the Warren County city's efforts to grow its bioscience and biohealth cluster.

The city is already home to Assurex Health, a fast-growing company with more than 240 employees, which [plans to build a new headquarters and clinical lab in Mason](#). The CEO of Assurex is [Gina Drosos](#), who previously was president of P&G's global beauty division.

AtriCure, another health care company, [plans to move from West Chester to Mason](#) in 2016.

"P&G is a significant business partner of the city of Mason, and we have worked closely with them to develop a competitive structure for this new investment," Mayor [David Nichols](#) said. "As we continue to

grow our biosciences cluster in Mason, P&G's investment is a catalyst for future development, growth and talent attraction.

"P&G has unique national and international expertise in consumer understanding and bioscience innovation that will benefit our community's mutual commitment to health, wellness, innovation and public-private partnership," Nichols said.

P&G had contemplated the relocation plan for more than a year, McCleary told me.

"One of the benefits is at the current Sharon Woods facility there are two separate campuses, one on each side of the road," McCleary said. "One advantage of doing it this way is it will bring all the beauty care R&D under one roof."

P&G is in the midst of selling off some its brands, but the plan to build such an expensive facility in Mason indicates that the company intends to remain a major player in the beauty business. I reported last month that P&G hopes to have [eliminated about 100 of its brands by this summer](#). The revamped Procter & Gamble would consist of about 65 leading brands in 10 categories, according to CEO [A.G. Lafley](#).

So far, P&G has announced plans to sell, divest or discontinue 35 brands, [including Camay soap](#), Duracell batteries and Iams pet food.

P&G has about 118,000 employees worldwide, but the company recently offered buyouts to thousands of managers in the United States.

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P&G to build \$300M beauty research center in Mason

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By [Chelsey Levingston](#)

Staff Writer



Consumer goods giant The Procter & Gamble Co. plans to build a new \$300 million Beauty Innovation Center in Mason, and relocate approximately 1,150 research and development staff from Blue Ash to Warren County as part of the project, the city and company jointly announced Tuesday.

The new research center will be built on Procter & Gamble's existing 240-acre campus in Mason along Mason-Montgomery Road.

Cincinnati-based P&G, the maker of household name brands such as Crest toothpaste, Pantene shampoo, and Olay skin care, among others, is already Mason's largest employer, said Michele Blair, the city's economic development director.

"This will seal their position as the largest employer in Warren County," Blair said.

Currently, P&G has approximately 2,600 employees in Mason including contractors, said Bryan McCleary, company spokesman.

“This is truly a regional impact,” said Mason Mayor David Nichols, who noted quality of life, a location between Interstates 71 and 75, road improvements, financial incentives and the school district as selling points for attracting companies to his jurisdiction.

“The R&D is the future of your company,” Nichols said, and the type of company Mason seeks to attract, he said.

That’s because the investment could add about 1,150 high-paying jobs to the city’s income tax revenue rolls, in addition to 200 more contractors that are part of the move from neighboring Hamilton County for a total 1,350 workers, according to the city.

Construction on 500,000 square feet for the center — a mix of building renovations and new floorspace — could start as early as summer, McCleary said. Employees are expected to make the move in 2018 and 2019. P&G will empty the Blue Ash location and work with Blue Ash to sell the property, McCleary said.

“Both sites had benefits,” he said. “It was a difficult decision, but we felt like with what we were trying to do for the business, establishing a center in Mason, was the best choice.

“Mason is offering a financial incentive package that includes property tax abatements, a capital lease and grant, but city officials say benefits were only extended in the case P&G was unable to grow in Blue Ash.

While the loss of a longtime company is disappointing, Blue Ash city officials say they’re optimistic about the development opportunity the move brings.

The P&G offices sit on prime Blue Ash real estate.

“The city will work with P&G to make the Sharon Woods facility available as quickly as possible for new businesses and employees in the City of Blue Ash. This prime location encompasses approximately 100 acres and 1,000 feet fronting on Reed Hartman Highway, one of the most attractive business addresses in the region,” said Emily Schaffer, city spokeswoman, in a written statement.

Once the new Mason facility is complete, researchers and scientists from P&G’s beauty division, which includes hair care and skin care products, will work alongside researchers and staff of the Fortune 100 company’s personal and oral health care divisions. The Mason Business Center today contains the research, development and marketing activities of personal care products such as Vicks, Pepto-Bismol, NyQuil and DayQuil, and oral care products such as Crest, McCleary said.

“There’s two different campuses at the Sharon Woods facility (in Blue Ash) so there’s kind of a separation of groups. This will bring all of the beauty technical community under one roof,” McCleary said.

“We also see some benefit from having a technical center that houses both our beauty care and health care groups under one roof,” he said.

Meanwhile, P&G is in the process of slimming its portfolio to 65 major brand products. Doing so means selling or discontinuing about 100 brands, McCleary said. Deals were announced last year to sell the IAMs and Duracell business lines, for example. In fact, the pet care division previously had functions in Mason and those office halls will be part of renovations.

Building a new beauty research center is “mainly focused on insuring that we have great innovation and that we’re able to have facilities that will allow us to develop new products, interact with consumers and really drive the beauty business going forward,” he said.

P&G’s Mason investment builds on the growing bioscience industry cluster in the city, Nichols said. Other biohealth-related companies include mental health hospital Lindner Center of HOPE; AtriCure Inc., a medical device manufacturer that is building a new headquarters on Innovation Way; and Assurex Health, which develops personalized medicines, and announced in January plans to build a new and bigger headquarters facility and clinical laboratory in Mason.

Worldwide, P&G has about 118,000 employees including 11,000 in Greater Cincinnati, McCleary said.

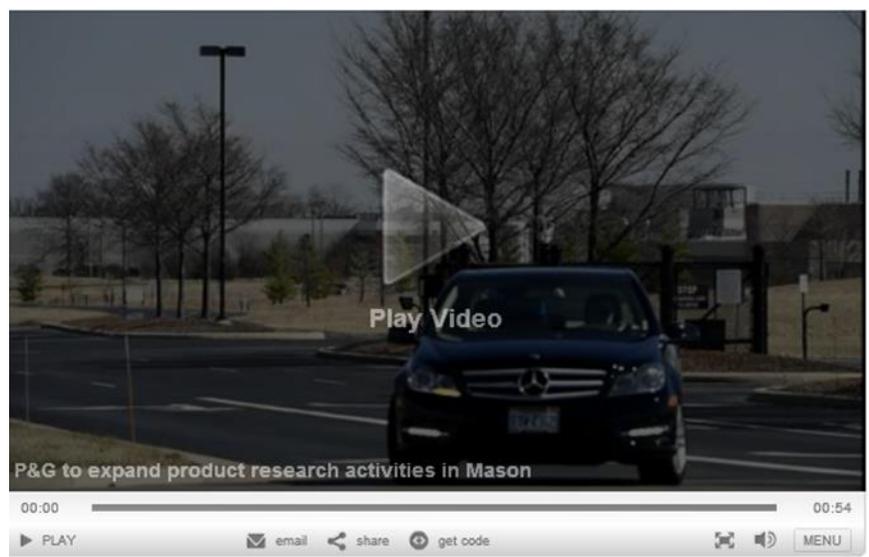
Also in northern Cincinnati, P&G operates the Beckett Ridge Technical Center in West Chester Twp., which conducts corporate-wide research and development, he said.

iMFLUX, a subsidiary of P&G that manufactures plastic packaging products, opened a Hamilton manufacturing site in 2013. Additionally, P&G opened last year a new multi-brand distribution center near Dayton International Airport in Montgomery County as part of plans to reorganize its supply chain.

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Updated: 5:52 p.m. Tuesday, March 17, 2015 | Posted: 4:02 p.m. Tuesday, March 17, 2015

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“The R&D is the future of your company,” Nichols said, and the type of company Mason seeks to attract, he said.

That’s because the investment could add about 1,150 high-paying jobs to the city’s income tax revenue rolls, in addition to 200 more contractors that are part of the move from neighboring Hamilton County for a total 1,350 workers, according to the city.

Construction on 500,000 square feet for the center — a mix of building renovations and new floorspace — could start as early as summer, McCleary said. Employees are expected to make the move in 2018 and 2019. P&G will empty the Blue Ash location and work with Blue Ash to sell the property, McCleary said.

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New

By [Chelsey Levingston](#) - Staff Writer

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“The city will work with P&G to make the Sharon Woods facility available as quickly as possible for new businesses and employees in the City of Blue Ash. This prime location encompasses approximately 100 acres and 1,000 feet fronting on Reed Hartman Highway, one of the most attractive business addresses in the region,” said Emily Schaffer, city spokeswoman, in a written statement.

Once the new Mason facility is complete, researchers and scientists from P&G’s beauty division, which includes hair care and skin care products, will work alongside researchers and staff of the Fortune 100 company’s personal and oral health care divisions. The Mason Business Center today contains the research, development and marketing activities of personal care products such as Vicks, Pepto-Bismol, NyQuil and DayQuil, and oral care products such as Crest, McCleary said.

“There’s two different campuses at the Sharon Woods facility (in Blue Ash) so there’s kind of a separation of groups. This will bring all of the beauty technical community under one roof,” McCleary said.

“We also see some benefit from having a technical center that houses both our beauty care and health care groups under one roof,” he said.

Meanwhile, P&G is in the process of slimming its portfolio to 65 major brand products. Doing so means selling or discontinuing about 100 brands, McCleary said. Deals were announced last year to sell the IAMs and Duracell business lines, for example. In fact, the pet care division previously had functions in Mason and those office halls will be part of renovations.

Building a new beauty research center is “mainly focused on insuring that we have great innovation and that we’re able to have facilities that will allow us to develop new products, interact with consumers and really drive the beauty business going forward,” he said.

P&G’s Mason investment builds on the growing bioscience industry cluster in the city, Nichols said. Other biohealth-related companies include mental health hospital Lindner Center of HOPE; AtriCure Inc., a medical device manufacturer that is building a new headquarters on Innovation Way; and Assurex Health, which develops personalized medicines, and announced in January plans to build a new and bigger headquarters facility and clinical laboratory in Mason.

Worldwide, P&G has about 118,000 employees including 11,000 in Greater Cincinnati, McCleary said.

Also in northern Cincinnati, P&G operates the Beckett Ridge Technical Center in West Chester Twp., which conducts corporate-wide research and development, he said.

iMFLUX, a subsidiary of P&G that manufactures plastic packaging products, opened a Hamilton manufacturing site in 2013. Additionally, P&G opened last year a new multi-brand distribution center near Dayton International Airport in Montgomery County as part of plans to reorganize its supply chain.

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Updated: 5:52 p.m. Tuesday, March 17, 2015 | Posted: 4:02 p.m. Tuesday, March 17, 2015

P&G to build \$300M beauty research center in Mason

Consumer goods giant The Procter & Gamble Co. plans to build a new \$300 million Beauty Innovation Center in Mason, and relocate approximately 1,150 research and development staff from Blue Ash to Warren County as part of the project, the city and company jointly announced Tuesday.

The new research center will be built on Procter & Gamble's existing 240-acre campus in Mason along Mason-Montgomery Road.



Cincinnati-based P&G, the maker of household name brands such as Crest toothpaste, Pantene shampoo, and Olay skin care, among others, is already Mason's largest employer, said Michele Blair, the city's economic development director.

"This will seal their position as the largest employer in Warren County," Blair said.

Currently, P&G has approximately 2,600 employees in Mason including contractors, said Bryan McCleary, company spokesman.

"This is truly a regional impact," said Mason Mayor David Nichols, who noted quality of life, a location between Interstates 71 and 75, road improvements, financial incentives and the school district as selling points for attracting companies to his jurisdiction.

"The R&D is the future of your company," Nichols said, and the type of company Mason seeks to attract, he said.

That's because the investment could add about 1,150 high-paying jobs to the city's income tax revenue rolls, in addition to 200 more contractors that are part of the move from neighboring Hamilton County for a total 1,350 workers, according to the city.

Construction on 500,000 square feet for the center — a mix of building renovations and new floorspace — could start as early as summer, McCleary said. Employees are expected to make the move in 2018 and 2019. P&G will empty the Blue Ash location and work with Blue Ash to sell the property, McCleary said.

"Both sites had benefits," he said. "It was a difficult decision, but we felt like with what we were trying to do for the business, establishing a center in Mason, was the best choice.

"Mason is offering a financial incentive package that includes property tax abatements, a capital lease and grant, but city officials say benefits were only extended in the case P&G was unable to grow in Blue Ash.

While the loss of a longtime company is disappointing, Blue Ash city officials say they're optimistic about the development opportunity the move brings.

The P&G offices sit on prime Blue Ash real estate.

"The city will work with P&G to make the Sharon Woods facility available as quickly as possible for new businesses and employees in the City of Blue Ash. This prime location encompasses approximately 100 acres and 1,000 feet fronting on Reed Hartman Highway, one of the most attractive business addresses in the region," said Emily Schaffer, city spokeswoman, in a written statement.

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P&G plans \$300M research center in Mason

Mar 18, 2015, 8:42am EDT



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[Procter & Gamble](#) plans another major investment in southwest Ohio in the form of a massive research center in Mason.

Sister paper *Cincinnati Business Courier* reports the Cincinnati-based company announced plans for the \$300 million research center to be built in Mason, where it will move 1,150 employees from its R&D operation in Blue Ash. The new Beauty Innovation Center will be a 500,000-square-foot facility at 8700 S. Mason-Montgomery Road.

Construction is expected to begin in April, the *Courier* reports. The project will move \$160 million in payroll to the new center in 2018 and 2019. The Mason campus for the company already has 2,500 employees.

This as P&G's new distribution center in Union spins up operations. That \$90 million center is expected to employ at least 800 as it expands operations.



March 28, 2015

P&G Plans \$300M Expansion in Mason

By Adrian Maties, Associate Editor

Procter & Gamble plans a \$300 million expansion on its Mason campus. The consumer products giant said this month that it intends to add a 500,000-square-foot research and development facility to its 1.5 million-square-foot campus at 8700 Mason-Montgomery Road.

The new Beauty Innovation Center will house laboratories, pilot plants and space for focus groups. HDR Inc. of Princeton, N.J., is the project's architect; Gensler is designing the interior, and M+W Group of Watervliet, N.Y. and Indianapolis-based Hunt Construction Group are serving as general contractors.



The *Cincinnati Business Courier* [reported](#) that, although final plans are still being completed, preliminary construction is expected to start next month. Starting in 2018, 1,150 employees will transfer to the new facility from the Sharon Woods Innovation Center, which P&G plans to sell.

Another 200 contractors will move from P&G's Blue Ash site to the new Beauty Innovation Center. Once the move is complete, P&G will be Mason's largest employer by far, with upward of 3,650 employees and contractors working on its campus and a payroll of \$160 million.

According to the *Cincinnati Enquirer*, the city of Mason is giving P&G a helping hand with the project. On March 23, city officials voted unanimously to approve a 15-year, \$34 million tax incentive package.

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