



CASE STUDY:  
**RECKITT BENCKISER**  
Utah and Georgia

*“The outstanding business climate analysis and economic development incentive procurement services provided by Ginovus allowed Reckitt Benckiser to make the best decision possible regarding the location of its new distribution center.”*

- DAVID EICHMAN, Vice President – U.S. Warehouse Operations, Reckitt Benckiser

Reckitt Benckiser is a manufacturer and distributor of health and personal care products. Ginovus guided Reckitt Benckiser through a multi-state search and negotiated economic development incentives for construction of a new distribution center to support U.S. and Canadian operations in Tooele, Utah and in Jefferson, Georgia.

**PROJECT PARAMETERS:**

**Utah**

Capital Investment: \$31 Million

New Jobs: 141

Square Footage: 579,000

**TOTAL INCENTIVES AWARDED  
IN EXCESS OF \$5.9 MILLION**

**PROJECT PARAMETERS:**

**Georgia**

Capital Investment: \$14 Million

New Jobs: 35

Square Footage: 400,000

**TOTAL INCENTIVES AWARDED  
IN EXCESS OF \$2.9 MILLION**