

Monday, July 16, 2007

By Rodd Cayton

A Utah sporting goods manufacturer has selected Redlands as a site for a new warehouse that will help it improve its distribution network, a company official said Monday.

Icon Health & Fitness Inc. hopes to be working from a 411,000-square-foot Redlands building by Sept. 1, said Colleen Logan, vice president of marketing. The company's fitness brands include NordicTrack and Gold's Gym.

Icon's West Coast home will be at 2220 Almond Ave., in the Bixby Redlands Business Center, which was completed earlier this year.

Icon will use the warehouse as a distribution point for goods manufactured in China. The company also maintains warehouses in Georgia and Utah.

Logan said the company had been shipping products through the port of Long Beach and trucking them trucked to Utah for distribution across the nation. She said Icon can reduce transportation costs by storing the goods in Redlands.

Logan said the company expects to process between 3,300 and 3,500 containers through the distribution center by the time its fiscal year ends May 31.

The company plans to hire 40 to 50 inland workers for positions that include forklift operators and clerical workers, Logan said. While Icon hasn't determined what wages it will offer, it will be competitive with similar employers in the region.

Also, she said, Icon will configure the interior of the building to its liking before opening for business.

Icon there were several criteria that made the Redlands location the top choice, Logan said.

"There was a nice balance (among) a nice facility, a price we felt was in line with what were willing to pay," she said. "And it's not too far from the port."

Center developer Bixby Land Co. is pleased with its tenant, said Mike Severson, vice president for acquisitions and development. He said Bixby was looking for a tenant that would sign a six-year lease and take up the entire building. Terms of the lease were not disclosed.

The 200-acre, master-planned Bixby Redlands Business Center is about 60 percent complete, Severson said, with about 84 acres left to develop. He said Bixby has not finalized plans for the the remainder of the project..

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