

# Partners in Excellence



## 資生堂 Shiseido America

By J. Peter Grover



In the 4<sup>th</sup> Quarter of 2006, Penn Valley Constructors completed construction on a Warehouse and Distribution Center for Shiseido America in East Windsor, NJ.

Shiseido, pronounced "She-Say-Doe", is one of the oldest cosmetic companies in the world, founded in 1872 by Yushin Fukuhara as Japan's first western-style pharmacy. Two decades later, Shiseido began selling cosmetics manufactured by the standards used for medicine including the first ever flesh tone and color correcting face powders. By the early 1970's, the Shiseido product line was introduced in the United States and is now the fifth largest cosmetics company internationally, with subsidiaries in approximately 65 countries.

With a 135-year history and gross sales in 2006 of 5.7 billion dollars it is incredible to know that, until recently, descendants of Yushin Fukuhara managed the company. It seems only fitting that Shiseido's planning personnel, led by USA Division President Mr. Takashi Kato, would choose a family oriented company such as Penn Valley Constructors to help expand their operations in the United States.

It all started with a phone call from Bernard Hvozdevic, Director of Engineering Services for Shiseido USA in East Windsor, NJ. "I just visited the Custom Essence facility and Felix told me we should use you to help design and build an alcohol storage and distribution system for us at Shiseido," Bernie began. Custom

Essence creates and manufactures fragrances (perfume) and essences (flavorings) for several prominent retailers. Their nearby facility in New Brunswick, NJ was built by Penn Valley Constructors in 1996 for principals Felix Buccellato and Raman Patel. Today their decade old facility still looks as pristine as it did the day we turned it over to Felix and Raman.



The Tank Farm: a tank for alcohol storage stands alongside another for the lab's waste water.

"The design process for Shiseido involved coordinating a team of many players," was the comment made by John DenBleyker, VP/Project Manager for Penn Valley Constructors. Shiseido's planning team, in addition to Mr. Kato and Bernie Hvozdevic, also included Vice President/CFO Edward Houlihan, Plant Engineer Chris

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McFadden and representatives from the departments of R&D, Manufacturing and Technology & Engineering. With site planning provided by Delaware-Raritan Engineering, structural planning by Robert Busch of Leonard Busch Associates and architectural design by Steven Tiberio, we assembled a team of engineers consisting of M.P. Hershman, P.E., Mechanical and Process Engineer, Arthur Straubing, P.E., Process Engineer, and Jim Davidson, P.E., Fire Suppression Engineer. Major design-build team players included Tom Richey of Dayspring Electric, Raymond Perotti of RHR Mechanical and Glenn Cooper of Guy M. Cooper Mechanical.

After numerous design sessions, a final plan emerged to build a 53,000 square foot warehouse/alcohol based production addition to Shiseido's existing operation. A major challenge that comes with designing a high hazard manufacturing facility is to address the owner's needs for production and material handling while meeting various building and local development codes. One such challenge was the construction of an explosion proof room, which must be built for any facility handling or storing flammable and combustible material. Shiseido

was built with Damage Limiting Construction and explosion vents to accommodate the unlikely event of an explosion.

Satisfying a customer's needs while obeying the laws of the land is a dilemma which VP/Project Manager John DenBleyker feels Penn Valley Constructors excels at solving. "The process of designing," he explains, "involves listening carefully to the customer's needs and making sure these are addressed within the design. With the design-build budget in mind, Penn Valley Constructors will continue to address the customer's needs throughout the construction phase, as changes in design arise due to code regulations or by the owner's request." John concludes, "Penn Valley Constructors' goal is to minimize any surprises to the customer during the construction process."

Our sincere thanks to Felix and Raman from Custom Essence for their kind words of encouragement to the folks at Shiseido and to all those at Shiseido who made this project possible. In particular, we wish to recognize the efforts of Bernard Hvozdoivic, who was our primary contact during the entire process.

## Recent Completions

By Michael McCormick



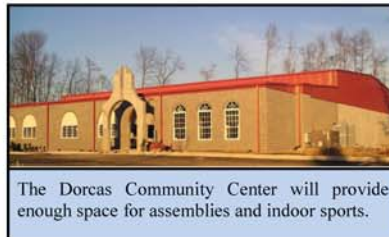
Four levels of the Infill Showroom allow for display of four individual brands while maintaining Reedman's auto mall feel.

**Reedman-Toll Auto World** added four automobile showrooms to their already expansive interior display. The 19,300 square foot **Infill Showroom** is home to Mazda, Jaguar and Subaru and connects two previously separated showroom spaces into one continuous flow of automobile inventory.

**Reedman-Toll Chrysler Service** relocated into its new 42,000 square foot state of the art facility in December. The 42 bay facility is climate controlled with a waste oil fired boiler feeding an in floor radiant heat system and air conditioning. The service center contains six service write up offices, parts storage, a custom waiting area and accessory store.

**Rue Insurance** expanded its business space by infilling between two buildings that had been connected by an enclosed hallway. The addition will serve as the new main entry as well as a general office space. The project also included the creation of a new training facility.

**The Korean Presbyterian Church** located in Bordentown, NJ opened the doors to the Dorcas Community Center. The 19,600 square foot facility includes a 12,542 square foot multi-purpose room, an exercise room, several offices and meeting rooms.



The Dorcas Community Center will provide enough space for assemblies and indoor sports.



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