



GE APPLIANCES
a Haier company

Industry:

Logistics

Challenge:

Shorten the supply chain

Solution:

- Inland Port
- Partnering with Georgia DOT
- Workforce Training
- Jobs Tax Credit
- Port Tax Credit

GE Appliances Growth in Georgia

In addition to opening a new logistics center in Chatsworth, GE Appliances is expanding manufacturing of cooking products in LaFayette and building a “smart warehouse” in Commerce.

Learn more:
Georgia.org/infrastructure



Increasing Sustainability and Adding Efficiencies

Behind every GE Appliance (GEA) there's a story, and it's not just about a family cooking supper or doing the laundry. It's the story of how that appliance came to be.

For so many of these appliances, it was a long story. Components were made in Asia, shipped to Seattle, loaded onto commercial trucks – and driven thousands of miles to GEA manufacturing facilities in the southern U.S.

The 2016 opening of an expanded Panama Canal changed the ending of that story. Ships could now go from Asia to the eastern seaboard, docking in Savannah. But a dilemma persisted: reaching the five GEA manufacturing facilities still required long slogs of commercial trucking from the coast.

Georgia helped answer that dilemma. Hundreds of miles inland, the state had opened its new Appalachian Regional Port (ARP), with rail access going to and from Savannah. GEA could build a distribution center nearby, thus reducing truck transport while adding efficiency for sorting and shipping components to their manufacturing destinations.

In 2020, GE Appliances will open its \$32 million Southern Logistics Center in Chatsworth, Georgia, a mile and a half down the road from the ARP, adding 100 new jobs.

Initially, GE Appliances considered several options to improve logistics and reduce trucking. After months of due diligence, the company visited Murray County to discuss their vision with state and local officials.

Job training through Georgia Quick Start factored prominently into the conversations. **“Quick Start is a great resource for businesses starting up new operations,”** said Jay Martin of GE Appliances, adding that employees initially will get technical training in warehouse management and safe forklift operation.

Georgia’s Department of Transportation assisted with an offer of a roadway project to improve access for trucks traveling to and from the distribution center. Additionally, by increasing the volume of container moves through a Georgia port by at least 10%, GEA qualified for a tax credit on port productivity. The port tax credits were a \$1,250 bonus on top of the \$4,000 per job for five years job tax credit the company could claim due to Murray County’s Tier 1 status as an area in-need of new jobs and investment.

The benefit to the area, a global leader in carpet manufacturing, is enormous, says Illya Copeland, executive director of the Murray County Industrial Development Authority. “Carpet is who we are, but that market is changing by the day,” he says. “People here are excited about a new area to work in.”

For GE Appliances the value of the new center transcends economics – it supports the company’s commitment to sustainability. **“The ARP will help us reduce our carbon footprint by eliminating 3 million miles of long-haul trucking each year,”** **“That’s a huge win for us. We are glad to be here in northwest Georgia, the State of Georgia has been a tremendous partner.”**

- Jay Martin

GEA Senior Project Manager Advanced Manufacturing

The dock at Savannah now extends 388 miles inland

GE Appliances was the first major company to capitalize on Georgia’s new Appalachian Regional Port, which opened in Chatsworth in August 2018. And it won’t be the last.

“In logistics, distance equals dollars,” says Stacy Watson, general manager of economic development for Georgia Ports Authority. Thus, companies opening distribution centers close to an inland port save a lot of time and money – by speeding freight from the coastline and processing their products and materials for other destinations.



In just its second year, the ARP was already projected to process more than a third of its total capacity of 50,000 containers annually. “But we’ve got plenty of room to expand,” Watson says. “We can grow it to as many as 100,000 containers.”

THE ARP SCORECARD

- 3 rail tracks totaling 6,000 feet
- Import/export capacity of 2,365 20-foot containers
- Five-day load storage, 10-day container storage
- Chassis pool and maintenance/repair services nearby



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