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News & Information

L'Oreal USA Opens New Jersey Headquarters in Berkeley Heights

By Michael M. Shapiro
 9/30/2009



BERKELEY HEIGHTS, NJ - L'Oreal USA's New Jersey headquarters officially opened in Berkeley Heights yesterday morning, September 29, 2009, with a ribbon cutting at its new facility located at 50 Connell Drive in Connell Corporate Park, Berkeley Heights. On hand for the festivities were local officials including State

Senator Tom Kean, Jr., Assemblyman Jon Bramnick, Assemblywoman Nancy Munoz, Berkeley Heights Mayor David Cohen, and members of the Berkeley Heights Township Council including Councilman Joe Bruno, Councilwoman Elaine Perna, Councilman Tom Battaglia and Councilman John Bonacci.

Berkeley Heights Mayor David Cohen presided over the opening ceremony. He said that the vision for the Connell Corporate Park, which took root approximately three years ago, is coming to fruition with the opening of L'Oreal and the recent opening of Lifetime Fitness. The L'Oreal facility is home to over 400 employees and occupies 156,000 square feet on four floors.

The Mayor stated that the L'Oreal building is a premier facility in New Jersey that meets the highest of environmental standards. The facility was developed as a high performance "green" building and includes high energy performance windows and HVAC and lighting systems that are developed to maximize performance, among other environmentally-friendly aspects. Regarding its environmental construction, the Mayor said, "[I] hope that communities and other companies seek to emulate [the L'Oreal building]."

State Senator Tom Kean, Jr. said that Connell Center is a world class facility and L'Oreal is a world class company. "This is what the future of New Jersey should be like," said the Senator. He stated that the L'Oreal project enables more people to be hired, more opportunity to be created, and is a center for corporate greatness. On behalf of Assemblyman Bramnick and Assemblywoman Munoz, he said, "We wish you a great and hearty welcome and congratulations on a job well done."

Frederic Roze, President and CEO of L'Oreal USA also spoke at the opening ceremony. He said, "L'Oreal's success relies on our ability to build for the future...Today marks a new chapter in the history of L'Oreal in the US." Roze continued, "I am proud and honored to say that this building will represent our commitment to providing employees with an atmosphere that encourages creativity and innovation. It is designed for better communication, teamwork, collaboration," and a more efficient work environment, he said.

Mr. Roze added that the facility meets the highest of environmental standards. "It is a symbol of L'Oreal's commitment to environmental sustainability," he stated. Mayor David Cohen concluded, "It is such a great building that we are proud of for so many reasons."

Photo above: *The ribbon cutting*

Photo by Michael Shapiro



President and CEO of L'Oreal USA

Photo by Michael Shapiro



Mayor David Cohen

Photo by Michael Shapiro



State Senator Tom Kean, Jr.

Photo by Michael Shapiro



Mayor Cohen hands Mr. Roze a Berkeley Heights welcome package including a Berkeley Heights Bicentennial fleece and t-shirt.

Photo by Michael Shapiro



Senator Tom Kean, Jr, Mayor Cohen, Frederic Roze, Mr. Connell, Assemblyman Jon Bramnick and Assemblywoman Nancy Munoz

Photo by Michael Shapiro

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info@TheAlternativePress.com

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