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L'Oreal moves into 'second headquarters' in Berkeley Heights

By [Erin Eileen O'Neill/For The Star-Ledger](#)
 September 30, 2009, 6:16AM

BERKELEY HEIGHTS -- L'Oréal has nearly completed consolidating a handful of its New Jersey operations into a new Berkeley Heights office complex near Route 78.

The 156,000 square-foot facility, located in the Connell Corporate Park, can accommodate about 600 employees. More than 400 staff members from L'Oréal USA's offices in Clark, Cranbury, Cranford, South Brunswick and Westfield, as well as some employees from the cosmetic giant's U.S. headquarters in Manhattan, are working on the color-themed floors of the four-story building.



David Gard/New Jersey Local News Service

L'Oréal USA opened a new office on Connell Drive in Berkeley Heights today. Steve Raiteri, Assistant Vice President with Corporate Human resources, gave a tour of the facilities.

Company officials touted the new building as environmentally friendly after a ribbon-cutting ceremony this morning, and township officials lauded L'Oréal's move.

"Obviously from a town perspective, the first is a rateable. But more significantly, it brings us notoriety and stature when you have a LEED-certified building, and you have a company like L'Oréal moving to this office park" said Berkeley Heights Mayor David Cohen who attended the ceremony.

The Connell Corporate Park, which is more than 90 percent occupied according to its owner, also houses offices for insurance and finance companies, a Lifetime Fitness center and the future site of a Westin Hotel.

But as the L'Oréal consolidation helps boost Berkeley Heights' reputation and tax rolls, two other Union County towns lost corporate benefactors in the move.

A L'Oréal office on Terminal Avenue in Clark closed in August, although other L'Oréal offices still operate in the township. In neighboring Cranford, the town's sole L'Oréal office closed in July.

In Berkeley Heights, the L'Oréal building is pending a national green building certification known as LEED, or Leadership in Energy and Environmental

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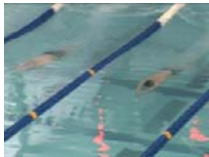
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"That was one of the important things. When L'Oréal was looking at different sites, and interviewing different developers, they were very interested in having a LEED building," said Shane Connell, executive vice president of The Connell Company, which owns the office park.

The building's design includes flushless urinals, reflective roof material and recycled construction materials, among other environmentally-aware elements.

Employees have been moving into the new New Jersey headquarters -- what company officials call L'Oréal USA's second corporate headquarters -- since July. Today, with a flourish of red ribbon, the company officially opened the facility.

Steve Raiteri, assistant vice president of corporate human resources and planning and operations, led a group of company and township officials on a tour through the building after the ribbon-cutting.

The executives filed past conference rooms named for trees such as Red Oak and Willow. On one wall, an embossed sign reads, "We increased our eco-efficiency over the last five years by 10.6%."

"Wherever you look, you have some message about sustainability," Raiteri said.

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