



L'Oréal opens NJ headquarters, embraces its new hometown

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By Mike Neavill

BERKELEY HEIGHTS — The township's newest corporate citizen officially opened its doors on Tuesday, Sept. 29, heralding a strong commitment to the community and the environment.

"This will be the most exciting place you have ever worked," Frédéric Rozé, president and CEO of L'Oréal USA, told more than 400 employees at a ribbon cutting ceremony.

Speaking at the beauty company's New Jersey headquarters at the Connell Corporate Park, Rozé extolled the advantages of working in a receptive and friendly suburban community and in a building that exhibits the ultimate in environmental considerations.

"This building represents our commitment to renovation and adherence to the highest of environmental standards," Rozé told employees and a large contingent of state and local officials.

Serving as an affable emcee for the early morning festivities, Mayor David Cohen noted that the L'Oréal executive had trotted around the globe with various responsibilities in France, Russia, Spain and Argentina.

"You'll find that none of those places will begin to compare with Berkeley Heights," the mayor quipped.

At the state level, Senator Tom Kean, Jr. and Assembly members Jon Bramnick and Nancy Munoz were also in attendance.

"This is a world class facility with a world class company," Sen. Kean said. He praised the partnership consisting of state and local leaders and the Connell Family to attract the corporation to Berkeley Heights.

"This is what the state of New Jersey should be — a good place to work and raise a family," the senator added.

In addition to the mayor, council members Thomas Battaglia, John Bonacci, Joseph Bruno and Elaine Perna attended the proceedings.

The Berkeley Heights location is L'Oréal USA's second corporate headquarters, the first located in New York City.

The company occupies 156,000-square-feet covering four floors located in the Connell Office Park on the township's southern boundary near I-78.

In keeping with its mission to become environmentally friendly, the facility was developed as a high performance "green" building incorporating energy efficient and sustainable design criteria.

The company's commitment is reflected in all aspects of the building which includes high energy performance windows providing 90% of the building's interior with natural daylight thus reducing the need for artificial light.

Water conserving plumbing fixtures reduce the building's overall water use by 30%.

Headquartered in New York City, the company has over 9,000 employees and is one of the world's leading beauty companies. Last year, sales totaled over \$4.5 billion.

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