

April 26, 2013

BRASLER PROPERTIES - CONTACT: CHRIS@BRASLER.COM

Thursday April 25, 184 Tuckerton Road Muhlenberg Twp, PA

Pratt Display Division officially commences operations of 115,000square foot production facilities at the Rt 61 Distribution Center in Muhlenberg Township, Pa.

A senior executive with **Pratt** said the 100% recycled paper and packaging company was looking to expand its footprint in the northeast to better service its customer base for in-store merchandising displays. "This part of the country offers tremendous opportunity for our company to continue to grow," said John Keck, President of Pratt's Display Division. "The Reading facility is well located geographically to enable us to strengthen our position within the point-of-purchase market - and we like the can-do attitude of local leadership." Keck said the new location would produce displays made from corrugated paper, complementing Pratt's existing Display Division facilities in the Cincinnati and Atlanta areas. "It also enhances our position as a nationwide supplier," he said. **Pratt** is America's 5th largest paper and packaging company with an extensive network of manufacturing facilities in more than 20 states.

Chris Brasler, CEO of **Brasler Properties** stated, "We are very pleased with the incredible effort to deliver a completed fit out of 5,500sf of new offices, complete replacement of high output efficient lighting for the entire production floor of 115,000sf, paved employee parking and other necessary work to accommodate Pratt in the complex. Due to the moving tenants within the complex and Pratt's need to continue operations while more than doubling their space use in the new unit, the schedule for delivery was compressed and accomplished from permit submission to Certificate of Occupancy in an incredible 11 weeks!" **Keystrect Construction** was responsible for the successful delivery utilizing Muhlenberg's very clear and transparent permit process. Disciplined coordination and the cooperation of all parties from the contractor, their subs, Architects, property ownership, tenant and Township, were the necessary ingredients that allowed this sort of quick build and smooth transition. Steve Willems from NAI Keystone Commercial & Industrial, LLC was the sole broker in the transaction.



Pictured in front of Pratt's recently completed production facility: from L to R - Doug Leister, Keystrect Construction, Steve Landes, Muhlenberg Township Manager, Jerry Watson, Scott Warner and Tom Anthony, Keystrect, Jamal Abodalo, Dir. Eng. Planning and Codes, Muhlenberg Twp, Mark Bobb and Chris Brasler, Brasler Properties, Bill Loy, Keystrect and Steve Willems NAI Keystone and Commercial.

The Berks County is experiencing significant industrial leasing due in part to the focused efforts of the Greater Reading Economic Partnership and Muhlenberg Township's interest in making sure that new and expanding business's are given proper attention.

Brasler Properties, a third generation family owned firm, specializes in rehabilitating large industrial facilities into state-of-the-art multi-tenant complexes. Since 2000, Brasler has been responsible for over 3.7 million square feet of successfully leased projects in Pennsylvania. www.brasler.com There is only 35,000sf left to lease at the Muhlenberg Township property. Steve Willems from **NAI Keystone Commercial and Industrial** represents the owner.