

Ohio Success: Crocs Case Study



Why Crocs Relocated a Key Distribution Center to Ohio

One of the largest, most recognizable footwear brands in the world, Crocs, Inc., moved a major distribution center from California to western Ohio in order to better serve a growing worldwide customer base.

Company Profile

Crocs brought its first products to market in 2002. Today, Crocs is one of the 10 largest non-athletic shoe brands in the world, known for its flexible, soft and comfortable clogs and sandals. The company has sold more than 600 million pairs of shoes to date.

Business Need

Crocs needed to reconfigure its distribution network to support its current and future growth. It sought to relocate a main distribution center in California to the Midwest because of the proximity to consumers and a strong transportation infrastructure so it could reach more customers faster. Crocs was also looking for a great business environment and a skilled workforce from which they could recruit strong talent.

Crocs performed an initial search on its own, and the Dayton region stood out. Crocs chose to relocate its North American distribution operation to a site near the Dayton International Airport in Dayton, Ohio.

Ohio Solutions

Ohio's great infrastructure and strategic location allows Crocs to enjoy unparalleled access to a large concentration of its consumers quickly and efficiently. Being near the airport is also a benefit that was not overlooked by the company.

Ohio's strong workforce was one of the biggest draws, and Crocs believes that Dayton is a good fit for its growing business. A collaborative team of economic development partners within the state of Ohio helped Crocs with a smooth relocation transition, addressing needs early on and maintaining constant contact with the company throughout the process.

Ohio's strategic advantages have Crocs anticipating future growth at the new Dayton facility.

Project Stats

- **Location:** Western Ohio
- **Jobs committed:** 130
- **Total Capital Investment:** \$17,300,000
- **Collaborators:** Dayton Development Coalition, Montgomery County, city of Dayton, the Dayton International Airport and JobsOhio

"The relocation of our U.S. distribution center to Dayton positions Crocs to meet the high and growing demand for our footwear. This larger, brand-new facility provides access to enhanced capacity, greater automation and a vibrant talent pool, allowing us to support business growth and increase our speed-to-market capability. We are excited to join the Dayton community, and expect to open the new facility in early fall."

Andrew Rees,
President and CEO, Crocs

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