

# Alden & Ott Case Study

At the 11th hour, lease negotiations with their landlord collapsed. They had ten (10) days to find a new site.

## Requirement

Judy Troiano of NAI Hanson received a call from Alden & Ott's attorney, Cynthia Brooks-Bullock of Archer & Greiner in Hackensack outlining her client's need for immediate assistance in a search for new industrial space. At the 11th hour, lease negotiations with the client's landlord in the Meadowlands had collapsed, leaving them with precious little time to find a new site.

## Approach

With one week left before their lease termination date, a tour was arranged. After completing a detailed search, a site was found within the Meadowlands Region, yet outside of the New Jersey Meadowlands Commission (NJMC) jurisdiction. The Meadowlands Commission is a governmental entity that adds to the timetable of any deal. Being outside of the NJMC was critical as it eliminated an extra step in the approval process and allowed NAI Hanson to proceed to lease negotiations immediately.

## Results

Alden & Ott's choice for their new location was One Madison Street in East Rutherford, NJ. It is owned by Mr. Tom Keller of K & J Associates. With the help of Ms. Brooks-Bullock, Mr. Keller and his broker, Andrew Somple, SIOR, of NAI Hanson, we were able to execute this transaction seamlessly and within the extremely short time frame available.

From the point of Ms. Troiano's initial meeting with Alden & Ott, to the lease execution at One Madison Street, a mere six days had passed.

## About Alden & Ott

Alden & Ott Printing Inks Company, whose headquarters are in Chicago, IL, is a family-owned offset ink manufacturer founded by Joe Alden and Henry Ott in 1957. The company has expanded its products from heat-set inks to non-heat-set inks, UV and flexo inks and today is an all-purpose ink manufacturer, developing custom solutions for both the offset and flexo printing markets.

Today they are still family-owned and operated, run by Joe Alden's four sons, Joe, Tom, John and Ted.