



August 20, 2008

Newell Rubbermaid to Officially Open New Headquarters in September

By Tony Wilbert

(Updated Aug. 22 with photo of Newell Rubbermaid's new headquarters; photo courtesy of Wakefield Beasley & Associates.)

ATLANTA (Aug. 20, 2008) – Wednesday, Sept. 24 will be a good day for metro Atlanta's office market, especially the Glenlake area of the Central Perimeter submarket.



On that day, at 10 a.m., Georgia Gov. Sonny Perdue is expected to be on hand to open Two Glenlake, also known as the Newell Rubbermaid headquarters tower. While Newell Rubbermaid employees began moving into the 14-story building in Sandy Springs, Ga., [in late spring](#), Perdue's cutting of the ribbon (presumably with an Irwin Pro Touch utility knife) officially will open the new headquarters of the latest Fortune 500 company to relocate to the metro area.

Atlanta-based [Greenstone Properties](#) and [Granite Properties](#) of Texas developed Two Glenlake, which was designed by [Pickard Chilton](#) of New Haven, Conn., and [Wakefield Beasley & Associates](#) of suburban Atlanta.

Jon Pickard's firm has emerged as a favorite designer of corporate offices, including 300 North LaSalle in Chicago and 1180 Peachtree, home of law firm King & Spalding, the Pinnacle and 55 Allen Plaza in Atlanta.

The opening of Newell Rubbermaid is significant because it reflects the commitment the company, which makes Graco baby products, Rubbermaid trash cans and Sharpie pens, is making to its new hometown. When Newell Rubbermaid announced its plans to move to Atlanta from the Freeport, Ill., [early 2003](#), hopes were high that the company's relocation would help spark the office market.

Reality quickly set in when the company scrapped plans for a new headquarters campus with a training center at Sanctuary Park in Alpharetta. Instead, Newell opted to sublease two floors from Coca-Cola Fountain at 10 Glenlake near the headquarters of [UPS](#), a company whose relocation to metro Atlanta from Greenwich, Conn., in the early 1990s was much heralded. (UPS is an Edelman client.)

Things have since changed for the better. Newell liked the Glenlake area and now has made the major commitment to metro Atlanta that the state of Georgia, [Metro Atlanta Chamber of Commerce](#) and other boosters had desired. And Newell's consolidation of executive operations in metro Atlanta has created 350 new jobs, according to the chamber.

It all seems to have worked out in the end.

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